

# DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

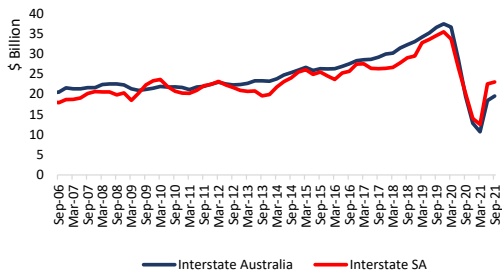


National Visitor Survey South Australia All Purpose September 2021

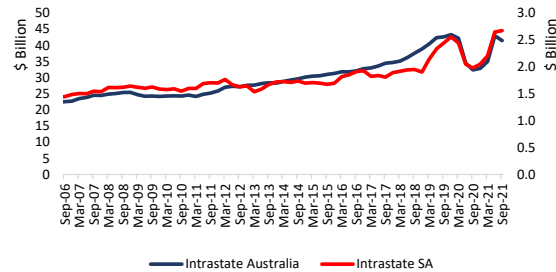
Released: 22nd December 2021, Next release 30th March 2022

Expenditure (\$m)	Australia			South Australia			
	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share
Interstate (\$m)	\$ 37,405	\$ 19,539	↓ -48%	\$ 2,656	\$ 1,726	↓ -35%	8.8%
Intrastate (\$m)	\$ 43,287	\$ 41,408	↓ -4%	\$ 2,555	\$ 2,671	↑ 5%	6.5%
Day Trips (\$m)	\$ 26,338	\$ 18,257	↓ -31%	\$ 1,660	\$ 1,495	↓ -10%	8.2%
<b>Total Domestic</b>	<b>\$ 107,030</b>	<b>\$ 79,203</b>	<b>↓ -26%</b>	<b>\$ 6,871</b>	<b>\$ 5,892</b>	<b>↓ -14%</b>	<b>7.4%</b>

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share
NSW	38,968	25,750	↓ -34%	31%	12,814	6,290	↓ -51%	36%	26,154	19,460	↓ -26%	29%
VIC	29,748	17,334	↓ -42%	21%	8,846	2,443	↓ -72%	14%	20,902	14,891	↓ -29%	22%
QLD	25,914	20,313	↓ -22%	25%	8,130	3,932	↓ -52%	23%	17,784	16,381	↓ -8%	24%
<b>SA</b>	<b>8,094</b>	<b>6,122</b>	<b>↓ -24%</b>	<b>7%</b>	<b>2,962</b>	<b>1,448</b>	<b>↓ -51%</b>	<b>8%</b>	<b>5,132</b>	<b>4,674</b>	<b>↓ -9%</b>	<b>7%</b>
WA	11,022	9,694	↓ -12%	12%	1,857	621	↓ -67%	4%	9,166	9,073	↓ -1%	14%
TAS	3,217	2,608	↓ -19%	3%	1,607	899	↓ -44%	5%	1,610	1,708	↑ 6%	3%
NT	1,703	1,331	↓ -22%	2%	1,079	647	↓ -40%	4%	623	684	↑ 10%	1%
ACT	3,203	1,926	↓ -40%	2%	3,199	1,916	↓ -40%	11%	np	np	np	np
<b>TOTAL</b>	<b>117,448</b>	<b>82,685</b>	<b>↓ -30%</b>	<b>100%</b>	<b>38,344</b>	<b>17,245</b>	<b>↓ -55%</b>	<b>100%</b>	<b>81,375</b>	<b>66,880</b>	<b>↓ -18%</b>	<b>100%</b>

State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share
NSW	122,556	91,560	↓ -25%	28%	49,598	28,334	↓ -43%	28%	72,958	63,226	↓ -13%	28%
VIC	83,510	56,135	↓ -33%	17%	34,284	13,473	↓ -61%	13%	49,226	42,662	↓ -13%	19%
QLD	102,952	82,635	↓ -20%	25%	44,640	25,985	↓ -42%	25%	58,311	56,650	↓ -3%	25%
<b>SA</b>	<b>27,885</b>	<b>23,276</b>	<b>↓ -17%</b>	<b>7%</b>	<b>13,212</b>	<b>8,890</b>	<b>↓ -33%</b>	<b>9%</b>	<b>14,673</b>	<b>14,385</b>	<b>↓ -2%</b>	<b>6%</b>
WA	50,235	46,747	↓ -7%	14%	14,790	7,414	↓ -50%	7%	35,445	39,332	↑ 11%	18%
TAS	12,816	11,142	↓ -13%	3%	8,796	6,856	↓ -22%	7%	4,021	4,286	↑ 7%	2%
NT	9,202	7,967	↓ -13%	2%	7,387	5,852	↓ -21%	6%	1,815	2,115	↑ 17%	1%
ACT	8,741	5,538	↓ -37%	2%	8,736	5,520	↓ -37%	5%	np	np	np	np
<b>TOTAL</b>	<b>417,907</b>	<b>324,999</b>	<b>↓ -22%</b>	<b>100%</b>	<b>181,452</b>	<b>102,326</b>	<b>↓ -44%</b>	<b>100%</b>	<b>236,455</b>	<b>222,673</b>	<b>↓ -6%</b>	<b>100%</b>

# DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback



National Visitor Survey South Australia All Purpose September 2021

Released: 22nd December 2021, Next release 30th March 2022

Expenditure (\$m)												
State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share
NSW	23,669	17,068	↓ -28%	28%	9,628	4,785	↓ -50%	24%	14,041	12,283	↓ -13%	30%
VIC	16,978	9,466	↓ -44%	16%	7,965	2,207	↓ -72%	11%	9,013	7,259	↓ -19%	18%
QLD	19,440	16,577	↓ -15%	27%	9,225	5,739	↓ -38%	29%	10,215	10,838	↑ 6%	26%
SA	5,211	4,397	↓ -16%	7%	2,656	1,726	↓ -35%	9%	2,555	2,671	↑ 5%	6%
WA	8,563	7,838	↓ -8%	13%	2,612	1,037	↓ -60%	5%	5,950	6,802	↑ 14%	16%
TAS	2,817	2,553	↓ -9%	4%	2,040	1,620	↓ -21%	8%	776	934	↑ 20%	2%
NT	2,153	1,859	↓ -14%	3%	1,608	1,342	↓ -17%	7%	545	517	↓ -5%	1%
ACT	1,861	1,188	↓ -36%	2%	1,670	1,084	↓ -35%	6%	np	np	np	np
<b>TOTAL</b>	<b>80,692</b>	<b>60,947</b>	<b>↓ -24%</b>	<b>100%</b>	<b>37,405</b>	<b>19,539</b>	<b>↓ -48%</b>	<b>100%</b>	<b>43,287</b>	<b>41,408</b>	<b>↓ -4%</b>	<b>100%</b>

Day Trips								
State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share
NSW	75,099	46,053	↓ -39%	28%	8,254	5,277	↓ -36%	29%
VIC	67,483	39,172	↓ -42%	24%	6,671	4,004	↓ -40%	22%
QLD	52,854	40,045	↓ -24%	24%	5,835	4,560	↓ -22%	25%
SA	17,055	12,906	↓ -24%	8%	1,660	1,495	↓ -10%	8%
WA	24,250	18,679	↓ -23%	11%	2,542	1,930	↓ -24%	11%
TAS	7,302	5,293	↓ -28%	3%	783	606	↓ -23%	3%
NT	1,633	1,409	↓ -14%	1%	197	195	↓ -1%	1%
ACT	2,654	1,458	↓ -45%	1%	395	191	↓ -52%	1%
<b>TOTAL</b>	<b>248,349</b>	<b>165,015</b>	<b>↓ -34%</b>	<b>100%</b>	<b>26,338</b>	<b>18,257</b>	<b>↓ -31%</b>	<b>100%</b>

Purpose of Visit within Australia										
Stop over reason	Overnight Trips (000s)				Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Year Ending Dec-19	Year Ending Sept-21	
Holiday	46,228	37,460	↓ -19%		173,034	149,391	↓ -14%	35,868	33,820	↓ -6%
VFR	39,944	27,115	↓ -32%		126,477	93,245	↓ -26%	14,103	10,309	↓ -27%
Business	27,041	14,560	↓ -46%		93,656	60,410	↓ -35%	18,442	9,122	↓ -51%
Other	7,383	5,818	↓ -21%		24,739	21,953	↓ -11%	12,280	7,695	↓ -37%

Purpose of Visit to South Australia											
Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)		
	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Sept-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Sept-21	
Holiday	3,279	3,097	↓ -6%	8%	12,005	11,999	⇒ 0%	8%	2,259	2,393	↑ 6%
VFR	2,390	1,654	↓ -31%	6%	7,597	6,160	↓ -19%	7%	894	716	↓ -20%
Business	1,837	1,034	↓ -44%	7%	5,686	3,648	↓ -36%	6%	1,155	607	↓ -47%
Other	742	459	↓ -38%	8%	2,597	1,468	↓ -43%	7%	904	680	↓ -25%

Source: All data is from the National Visitor Survey, Sept 2021, Tourism Research Australia, Canberra.

Notes:

1. Expenditure figures includes airfares and package expenditure.

2. For details of the NVS methodology changes in this release please refer to <https://www.tra.gov.au/domestic/domestic-tourism-results>