

DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback



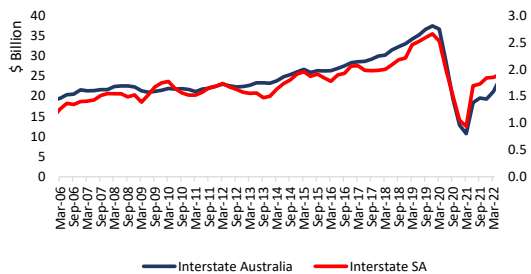
Government of South Australia
South Australian Tourism Commission

National Visitor Survey South Australia All Purpose June 2022

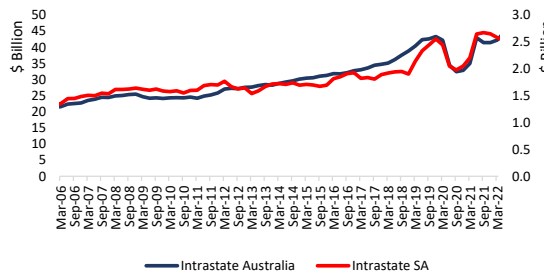
Released: 27th September 2022, Next release 21st December 2022

Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Year Ending Dec-19	Year Ending Jun-22	Change (%)	
Interstate (\$m)	\$ 37,405	\$ 24,453	↓ -35%	\$ 2,656	\$ 1,902	↓ -28%	7.8%
Intrastate (\$m)	\$ 43,287	\$ 44,596	↑ 3%	\$ 2,555	\$ 2,526	↓ -1%	5.7%
Day Trips (\$m)	\$ 26,338	\$ 20,446	↓ -22%	\$ 1,660	\$ 1,517	↓ -9%	7.4%
Total Domestic	\$ 107,030	\$ 89,495	↓ -16%	\$ 6,871	\$ 5,944	↓ -13%	6.6%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share
NSW	38,968	24,887	↓ -36%	29%	12,814	6,820	↓ -47%	34%	26,154	18,067	↓ -31%	27%
VIC	29,748	19,861	↓ -33%	23%	8,846	3,773	↓ -57%	19%	20,902	16,088	↓ -23%	24%
QLD	25,914	21,709	↓ -16%	25%	8,130	4,518	↓ -44%	23%	17,784	17,192	↓ -3%	26%
SA	8,094	6,011	↓ -26%	7%	2,962	1,564	↓ -47%	8%	5,132	4,447	↓ -13%	7%
WA	11,022	9,789	↓ -11%	11%	1,857	619	↓ -67%	3%	9,166	9,170	⇒ 0%	14%
TAS	3,217	2,801	↓ -13%	3%	1,607	989	↓ -38%	5%	1,610	1,811	↑ 13%	3%
NT	1,703	1,276	↓ -25%	1%	1,079	705	↓ -35%	4%	623	571	↓ -8%	1%
ACT	3,203	1,876	↓ -41%	2%	3,199	1,848	↓ -42%	9%	np	np	np	np
TOTAL	117,448	85,828	↓ -27%	100%	38,344	19,815	↓ -48%	100%	81,375	67,374	↓ -17%	100%

State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share
NSW	122,556	85,357	↓ -30%	26%	49,598	29,353	↓ -41%	26%	72,958	56,004	↓ -23%	26%
VIC	83,510	61,350	↓ -27%	19%	34,284	17,652	↓ -49%	16%	49,226	43,698	↓ -11%	20%
QLD	102,952	88,670	↓ -14%	27%	44,640	30,683	↓ -31%	28%	58,311	57,986	⇒ -1%	27%
SA	27,885	21,835	↓ -22%	7%	13,212	8,655	↓ -34%	8%	14,673	13,180	↓ -10%	6%
WA	50,235	45,312	↓ -10%	14%	14,790	6,566	↓ -56%	6%	35,445	38,746	↑ 9%	18%
TAS	12,816	10,896	↓ -15%	3%	8,796	6,668	↓ -24%	6%	4,021	4,229	↑ 5%	2%
NT	9,202	8,214	↓ -11%	3%	7,387	6,385	↓ -14%	6%	1,815	1,829	⇒ 1%	1%
ACT	8,741	5,536	↓ -37%	2%	8,736	5,476	↓ -37%	5%	np	np	np	np
TOTAL	417,907	327,173	↓ -22%	100%	181,452	111,442	↓ -39%	100%	236,455	215,731	↓ -9%	100%

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State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share
NSW	23,669	17,601	↓ -26%	25%	9,628	5,607	↓ -42%	23%	14,041	11,994	↓ -15%	27%
VIC	16,978	12,730	↓ -25%	18%	7,965	3,956	↓ -50%	16%	9,013	8,774	↓ -3%	20%
QLD	19,440	19,648	↑ 1%	28%	9,225	7,234	↓ -22%	30%	10,215	12,414	↑ 22%	28%
SA	5,211	4,427	↓ -15%	6%	2,656	1,902	↓ -28%	8%	2,555	2,526	↓ -1%	6%
WA	8,563	8,465	↓ -1%	12%	2,612	1,134	↓ -57%	5%	5,950	7,332	↑ 23%	16%
TAS	2,817	2,881	↑ 2%	4%	2,040	1,928	↓ -6%	8%	776	954	↑ 23%	2%
NT	2,153	2,066	↓ -4%	3%	1,608	1,572	↓ -2%	6%	545	494	↓ -9%	1%
ACT	1,861	1,230	↓ -34%	2%	1,670	1,121	↓ -33%	5%	np	np	np	np
TOTAL	80,692	69,049	↓ -14%	100%	37,405	24,453	↓ -35%	100%	43,287	44,596	↑ 3%	100%

State	Day Trips				Day Trip Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share
NSW	75,099	41,653	↓ -45%	26%	8,254	5,254	↓ -36%	26%
VIC	67,483	42,226	↓ -37%	26%	6,671	5,405	↓ -19%	26%
QLD	52,854	37,732	↓ -29%	23%	5,835	4,896	↓ -16%	24%
SA	17,055	11,996	↓ -30%	7%	1,660	1,517	↓ -9%	7%
WA	24,250	19,202	↓ -21%	12%	2,542	2,221	↓ -13%	11%
TAS	7,302	5,176	↓ -29%	3%	783	696	↓ -11%	3%
NT	1,633	1,372	↓ -16%	1%	197	155	↓ -21%	1%
ACT	2,654	1,539	↓ -42%	1%	395	302	↓ -23%	1%
TOTAL	248,349	160,896	↓ -35%	100%	26,338	20,446	↓ -22%	100%

Stop over reason	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Year Ending Dec-19	Year Ending Jun-22	Change (%)
Holiday	46,228	38,480	↓ -17%	173,034	151,770	↓ -12%	35,868	37,965	↑ 6%
VFR	39,944	28,169	↓ -29%	126,477	93,509	↓ -26%	14,103	12,060	↓ -14%
Business	27,041	15,914	↓ -41%	93,656	62,984	↓ -33%	18,442	10,040	↓ -46%
Other	7,383	5,386	↓ -27%	24,739	18,910	↓ -24%	12,280	8,985	↓ -27%

Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Jun-22	Change (%)	Market Share
Holiday	3,279	2,788	↓ -15%	7%	12,005	10,347	↓ -14%	7%	2,259	2,228	↓ -1%	6%
VFR	2,390	1,733	↓ -28%	6%	7,597	5,725	↓ -25%	6%	894	781	↓ -13%	6%
Business	1,837	1,192	↓ -35%	7%	5,686	3,989	↓ -30%	6%	1,155	747	↓ -35%	7%
Other	742	448	↓ -40%	8%	2,597	1,773	↓ -32%	9%	904	671	↓ -26%	7%

Source: All data is from the National Visitor Survey, March 2022, 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>