

RAPID BAY, FLEURIEU PENINSULA

SOUTH AUSTRALIA

VISIT TO REGIONS



South Australia Year end March 2026

With the adoption of the new DoTS methodology, these results are not comparable to the previously published December 2024 results due to an improvement in methodology. See footnote

THE RESULTS ARE YEAR END MARCH 2026

| VISITS (000s) | | | | | | | | | | | | |
|-------------------------------|----------------|--------------|--------------|----------------|--------------------|-----------------------------|-----------------|-----------------|---------------------------------|--------------|-----------------|----------------|
| | Adelaide Hills | Barossa | Clare Valley | Eyre Peninsula | Fleurieu Peninsula | Flinders Ranges and Outback | Kangaroo Island | Limestone Coast | Murray River, Lakes and Coorong | Riverland | Yorke Peninsula | Regional SA |
| International overnight | 16 | 10 | 6 | 15 | 23 | 17 | 24 | 28 | 7 | 8 | 10 | 125 |
| Interstate overnight | 92 | 84 | 35 | 97 | 164 | 170 | 29 | 283 | 109 | 88 | 63 | 979 |
| Intrastate overnight | 173 | 283 | 143 | 403 | 952 | 503 | 53 | 433 | 497 | 390 | 712 | 4,062 |
| Total overnight visits | 281 | 377 | 184 | 515 | 1,139 | 690 | 106 | 743 | 613 | 486 | 785 | 5,166 |
| Domestic day trips | 1,268 | 998 | 199 | 340 | 1,588 | 415 | 48 | 684 | 768 | 335 | 774 | 7,416 |
| NIGHTS (000s) | | | | | | | | | | | | |
| | Adelaide Hills | Barossa | Clare Valley | Eyre Peninsula | Fleurieu Peninsula | Flinders Ranges and Outback | Kangaroo Island | Limestone Coast | Murray River, Lakes and Coorong | Riverland | Yorke Peninsula | Regional SA |
| International nights | 511 | 94 | 125 | 111 | 442 | 173 | 63 | 395 | 124 | 338 | 49 | 2,425 |
| Interstate nights | 302 | 246 | 84 | 364 | 591 | 526 | 88 | 748 | 249 | 217 | 199 | 3,612 |
| Intrastate nights | 400 | 586 | 302 | 1,276 | 2,213 | 1,538 | 168 | 1,124 | 1,066 | 969 | 1,883 | 11,526 |
| Total nights | 1,213 | 926 | 511 | 1,750 | 3,246 | 2,237 | 319 | 2,267 | 1,439 | 1,524 | 2,131 | 17,563 |
| EXPENDITURE (Millions) | | | | | | | | | | | | |
| | Adelaide Hills | Barossa | Clare Valley | Eyre Peninsula | Fleurieu Peninsula | Flinders Ranges and Outback | Kangaroo Island | Limestone Coast | Murray River, Lakes and Coorong | Riverland | Yorke Peninsula | Regional SA |
| International overnight | \$32 | \$11 | \$11 | \$10 | \$31 | \$11 | \$48 | \$24 | \$8 | \$22 | \$6 | \$212 |
| Interstate overnight | \$66 | \$76 | \$25 | \$90 | \$119 | \$82 | \$26 | \$144 | \$55 | \$40 | \$31 | \$753 |
| Intrastate overnight | \$82 | \$132 | \$89 | \$282 | \$372 | \$233 | \$32 | \$222 | \$220 | \$187 | \$296 | \$2,147 |
| Domestic day trip | \$129 | \$152 | \$26 | \$65 | \$163 | \$110 | \$6 | \$139 | \$104 | \$71 | \$97 | \$1,062 |
| Total expenditure | \$309 | \$371 | \$151 | \$447 | \$685 | \$436 | \$111 | \$529 | \$387 | \$320 | \$429 | \$4,174 |

* Total overnight spend divided by total nights for each region for international and domestic.

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SPEND PER TRIP

| | Adelaide Hills | Barossa | Clare Valley | Eyre Peninsula | Fleurieu Peninsula | Flinders Ranges and Outback | Kangaroo Island | Limestone Coast | Murray River, Lakes and Coorong | Riverland | Yorke Peninsula | Reg SA |
|---|----------------|--------------|--------------|----------------|--------------------|-----------------------------|-----------------|-----------------|---------------------------------|--------------|-----------------|--------------|
| Spend per Trip International overnight | \$2,026 | \$1,026 | \$1,888 | \$646 | \$1,329 | \$605 | \$1,979 | \$876 | \$1,094 | \$2,624 | \$601 | \$1,695 |
| Interstate overnight | \$715 | \$903 | \$703 | \$925 | \$730 | \$482 | \$882 | \$510 | \$501 | \$453 | \$490 | \$769 |
| Intrastate overnight | \$472 | \$465 | \$620 | \$701 | \$391 | \$464 | \$606 | \$512 | \$443 | \$479 | \$416 | \$528 |
| Total overnight visits | \$639 | \$578 | \$675 | \$741 | \$459 | \$472 | \$993 | \$525 | \$461 | \$511 | \$424 | \$602 |
| Domestic day trips | \$102 | \$153 | \$132 | \$191 | \$103 | \$265 | \$124 | \$203 | \$136 | \$212 | \$125 | \$143 |

SPEND PER NIGHT

| | Adelaide Hills | Barossa | Clare Valley | Eyre Peninsula | Fleurieu Peninsula | Flinders Ranges and Outback | Kangaroo Island | Limestone Coast | Murray River, Lakes and Coorong | Riverland | Yorke Peninsula | Regional SA |
|---|----------------|--------------|--------------|----------------|--------------------|-----------------------------|-----------------|-----------------|---------------------------------|--------------|-----------------|--------------|
| Spend per Night International nights | \$62 | \$113 | \$86 | \$90 | \$69 | \$61 | \$761 | \$61 | \$62 | \$65 | \$118 | \$87 |
| Interstate nights | \$218 | \$309 | \$296 | \$246 | \$202 | \$156 | \$295 | \$193 | \$220 | \$183 | \$156 | \$208 |
| Intrastate nights | \$204 | \$224 | \$294 | \$221 | \$168 | \$152 | \$190 | \$197 | \$207 | \$193 | \$157 | \$186 |
| Total nights | \$150 | \$240 | \$240 | \$220 | \$160 | \$150 | \$330 | \$170 | \$200 | \$160 | \$160 | \$180 |

AVERAGE LENGTH OF STAY

| | Adelaide Hills | Barossa | Clare Valley | Eyre Peninsula | Fleurieu Peninsula | Flinders Ranges and Outback | Kangaroo Island | Limestone Coast | Murray River, Lakes and Coorong | Riverland | Yorke Peninsula | Regional SA |
|--|----------------|---------|--------------|----------------|--------------------|-----------------------------|-----------------|-----------------|---------------------------------|-----------|-----------------|-------------|
| Av length of stay International overnight | 33 | 9 | 21.9 | 7 | 19.1 | 10 | 2.6 | 14.2 | 18 | 41 | 5 | 19 |
| Interstate overnight | 3.3 | 2.9 | 2.4 | 3.8 | 3.6 | 3.1 | 3.0 | 2.6 | 2.3 | 2.5 | 3.1 | 3.7 |
| Intrastate overnight | 2.3 | 2.1 | 2.1 | 3.2 | 2.3 | 3.1 | 3.2 | 2.6 | 2.1 | 2.5 | 2.6 | 2.8 |

Notes:

- At the total state level and national level, results have been 'backcast' by Tourism Research Australia which allows comparisons to previous years. This has not been conducted at lower levels, including by tourism region, or by purpose of travel. As such, it is not valid to compare the March National Visitor Survey (NVS) results against the March 2026 Domestic Tourism Statistics (DoTS) results.
- SATC is working with Tourism Research Australia (TRA) to secure regional backcast data to enable these comparisons. SATC will update factsheets to reflect if this becomes available.
- For details of the DoTS methodology changes in this release please refer to <https://www.tra.gov.au/domestic-domestic-tourism-results>
- In the interim, SATC recommends "Regional Mobility Data" be used to evaluate performance at a regional level: [Domestic regional mobility data | Tourism Research Australia](#)
- International Visitor Survey Data is unaffected
- Components may add to more than the total number of visitors as visitors visit more than one region.
- Information in this report is sourced from sample surveys, and as with all sample surveys, estimates are subject to sampling variability and caution is required when interpreting these results.
- Figures may not sum to total due to rounding.

Sources:

- Travel by Australians – year end March 2026. Results of the Domestic Visitor Survey, Tourism Research Australia, Canberra.
- International Visitors in Australia – year end March 2026 results of the International Visitor Survey, Tourism Research Australia, Canberra.