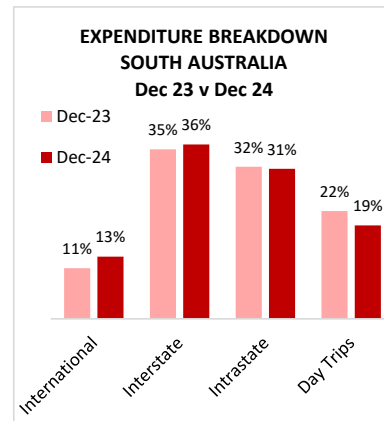
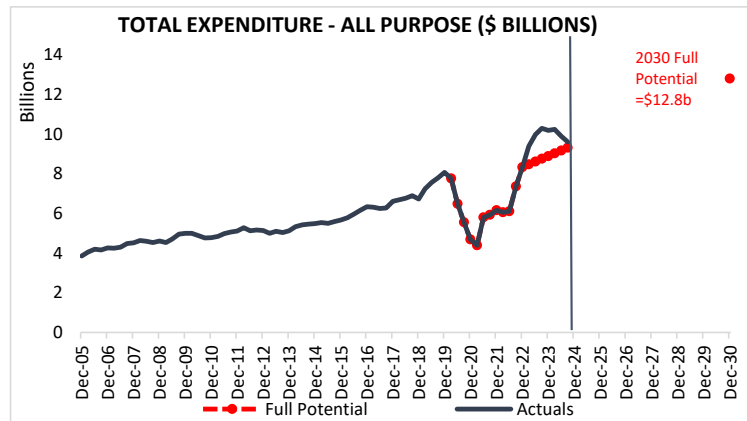




Expenditure (\$)	South Australia						Australia		
	Year Ending Dec-23	Year Ending Dec-24	Spend per Trip	Spend per Night	Change %	Market Share	Year Ending Dec-23	Year Ending Dec-24	Change %
International	\$1.3b	\$1.3b	\$3,064	\$99	↑ 3%	4.1%	\$28.1b	\$32.9b	↑ 17%
Interstate	\$3.3b	\$3.7b	\$1,191	\$273	↑ 12%	7.6%	\$48.2b	\$48.6b	⇒ 1%
Intrastate	\$3.3b	\$2.9b	\$656	\$238	↓ -11%	4.8%	\$61.2b	\$61.7b	⇒ 1%
Day Trips	\$2.3b	\$1.8b	\$225	\$46	↓ -20%	5.9%	\$32.9b	\$30.7b	↓ -7%
Total Expenditure	\$10.2b	\$9.8b			↓ -4%	5.6%	\$170.4b	\$173.9b	↑ 2%
Adelaide	\$5.5b	\$5.8b			↑ 6%	60%			
Regions	\$4.6b	\$4.0b			↓ -15%	40%			



Visitors	South Australia				Australia		
	Year Ending Dec-23	Year Ending Dec-24	Change %	Market Share	Year Ending Dec-23	Year Ending Dec-24	Change %
International	455k	440k	↓ -3%	5.8%	6.6m	7.6m	↑ 15%
Interstate	2.7m	3.1m	↑ 14%	8.5%	34.9m	36.4m	↑ 4%
Intrastate	4.7m	4.5m	↓ -4%	5.6%	79.9m	80.9m	↑ 1%
Total Overnight	7.9m	8.0m	↑ 2%	6.6%	119.2m	122.6m	↑ 3%
Day Trips	15.0m	13.1m	↓ -12%	6.5%	216.2m	200.6m	↓ -7%

Nights	South Australia				Australia		
	Year Ending Dec-23	Year Ending Dec-24	Change %	Market Share	Year Ending Dec-23	Year Ending Dec-24	Change %
International	14.2m	13.6m	↓ -4%	4.6%	243.0m	294.9m	↑ 21%
Interstate	12.5m	13.5m	↑ 8%	8.3%	168.2m	163.9m	↓ -3%
Intrastate	13.3m	12.4m	↓ -7%	5.3%	234.3m	233.6m	⇒ 0%
Total Nights	40.0m	39.5m	↓ -1%	5.7%	645.5m	692.4m	↑ 7%

Source: International and National Visitor Survey December 2024, South Australian Visitor Economy Sector Plan 2030.
 Notes: For details of the NVS methodology changes in this release please refer to <https://www.tra.gov.au/domestic/domestic-tourism-results>