

# DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback



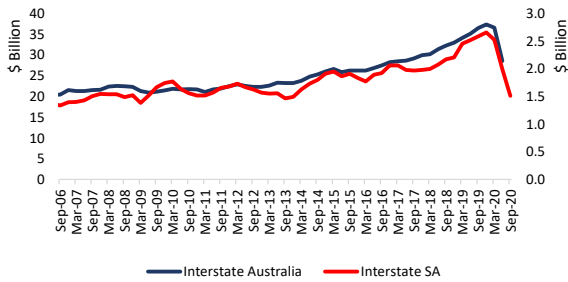
## National Visitor Survey South Australia All Purpose September 2020

Released: 20th January 2021, Next release April 2021

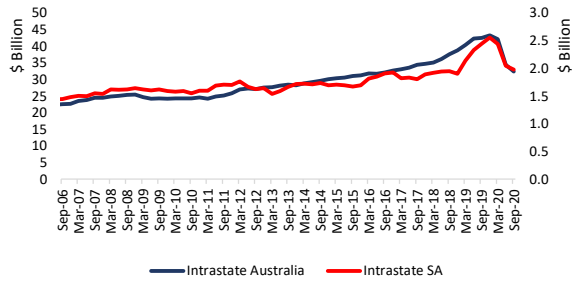
Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Year Ending Sep-19	Year Ending Sep-20	Change (%)	
Interstate (\$m)	\$ 36,528	\$ 19,499	↓ -47%	\$ 2,589	\$ 1,513	↓ -42%	7.8%
Intrastate (\$m)	\$ 42,587	\$ 32,391	↓ -24%	\$ 2,444	\$ 1,979	↓ -19%	6.1%
Day Trips (\$m)	\$ 25,286	\$ 19,059	↓ -25%	\$ 1,647	\$ 1,438	↓ -13%	7.5%
<b>Total Domestic</b>	<b>\$ 104,402</b>	<b>\$ 70,949</b>	<b>↓ -32%</b>	<b>\$ 6,681</b>	<b>\$ 4,930</b>	<b>↓ -26%</b>	<b>6.9%</b>

- The latest data relates to the year end September 2020 - this include 3 quarters of data that is affected by the bushfires and COVID-19.

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic				Interstate				Intrastate			
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share
NSW	38,333	26,644	↓ -30%	33%	12,545	7,073	↓ -44%	35%	25,788	19,571	↓ -24%	32%
VIC	29,428	17,241	↓ -41%	21%	8,702	4,393	↓ -50%	22%	20,726	12,848	↓ -38%	21%
QLD	25,704	18,494	↓ -28%	23%	7,842	3,910	↓ -50%	19%	17,862	14,585	↓ -18%	24%
<b>SA</b>	<b>7,883</b>	<b>5,968</b>	<b>↓ -24%</b>	<b>7%</b>	<b>2,893</b>	<b>1,669</b>	<b>↓ -42%</b>	<b>8%</b>	<b>4,990</b>	<b>4,299</b>	<b>↓ -14%</b>	<b>7%</b>
WA	10,833	9,028	↓ -17%	11%	1,883	880	↓ -53%	4%	8,950	8,148	↓ -9%	13%
TAS	3,142	2,290	↓ -27%	3%	1,584	878	↓ -45%	4%	1,557	1,413	↓ -9%	2%
NT	1,643	1,058	↓ -36%	1%	1,038	463	↓ -55%	2%	605	594	↓ -2%	1%
ACT	3,067	1,950	↓ -36%	2%	3,066	1,942	↓ -37%	10%	np	np	np	np
<b>TOTAL</b>	<b>115,689</b>	<b>80,265</b>	<b>↓ -31%</b>	<b>100%</b>	<b>37,453</b>	<b>20,122</b>	<b>↓ -46%</b>	<b>100%</b>	<b>80,480</b>	<b>61,465</b>	<b>↓ -24%</b>	<b>100%</b>

State	Total Domestic				Interstate				Intrastate			
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share
NSW	119,177	88,811	↓ -25%	30%	47,738	30,475	↓ -36%	30%	71,439	58,336	↓ -18%	30%
VIC	82,131	54,525	↓ -34%	18%	33,462	18,072	↓ -46%	18%	48,669	36,453	↓ -25%	19%
QLD	101,682	72,621	↓ -29%	24%	43,619	22,567	↓ -48%	22%	58,063	50,054	↓ -14%	25%
<b>SA</b>	<b>28,293</b>	<b>20,789</b>	<b>↓ -27%</b>	<b>7%</b>	<b>13,790</b>	<b>8,103</b>	<b>↓ -41%</b>	<b>8%</b>	<b>14,503</b>	<b>12,686</b>	<b>↓ -13%</b>	<b>6%</b>
WA	49,642	41,119	↓ -17%	14%	15,163	7,633	↓ -50%	7%	34,479	33,486	↓ -3%	17%
TAS	12,622	10,694	↓ -15%	4%	8,588	6,833	↓ -20%	7%	4,035	3,861	↓ -4%	2%
NT	9,017	5,325	↓ -41%	2%	7,363	3,375	↓ -54%	3%	1,654	1,950	↑ 18%	1%
ACT	7,503	6,154	↓ -18%	2%	7,502	6,145	↓ -18%	6%	np	np	np	np
<b>TOTAL</b>	<b>410,076</b>	<b>300,037</b>	<b>↓ -27%</b>	<b>100%</b>	<b>177,234</b>	<b>103,203</b>	<b>↓ -42%</b>	<b>100%</b>	<b>232,842</b>	<b>196,835</b>	<b>↓ -15%</b>	<b>100%</b>

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## National Visitor Survey South Australia All Purpose September 2020

Released: 20th January 2021, Next release April 2021

### Expenditure (\$m)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share
NSW	23,166	15,265	↓ -34%	29%	9,432	5,096	↓ -46%	26%	13,734	10,169	↓ -26%	31%
VIC	16,490	9,709	↓ -41%	19%	7,722	4,095	↓ -47%	21%	8,768	5,614	↓ -36%	17%
QLD	19,038	12,971	↓ -32%	25%	8,996	4,506	↓ -50%	23%	10,043	8,465	↓ -16%	26%
<b>SA</b>	<b>5,033</b>	<b>3,492</b>	<b>↓ -31%</b>	<b>7%</b>	<b>2,589</b>	<b>1,513</b>	<b>↓ -42%</b>	<b>8%</b>	<b>2,444</b>	<b>1,979</b>	<b>↓ -19%</b>	<b>6%</b>
WA	8,574	6,332	↓ -26%	12%	2,570	1,312	↓ -49%	7%	6,004	5,020	↓ -16%	15%
TAS	2,721	2,052	↓ -25%	4%	1,991	1,417	↓ -29%	7%	731	635	↓ -13%	2%
NT	2,130	1,031	↓ -52%	2%	1,466	606	↓ -59%	3%	664	425	↓ -36%	1%
ACT	1,962	1,038	↓ -47%	2%	1,762	955	↓ -46%	5%	np	np	np	np
<b>TOTAL</b>	<b>79,116</b>	<b>51,890</b>	<b>↓ -34%</b>	<b>100%</b>	<b>36,528</b>	<b>19,499</b>	<b>↓ -47%</b>	<b>100%</b>	<b>42,587</b>	<b>32,391</b>	<b>↓ -24%</b>	<b>100%</b>

### Day Trips

State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share
NSW	71,421	55,215	↓ -23%	31%	8,029	5,768	↓ -28%	30%
VIC	64,286	41,918	↓ -35%	23%	6,341	4,122	↓ -35%	22%
QLD	50,553	40,179	↓ -21%	22%	5,538	4,491	↓ -19%	24%
<b>SA</b>	<b>15,763</b>	<b>14,435</b>	<b>↓ -8%</b>	<b>8%</b>	<b>1,647</b>	<b>1,438</b>	<b>↓ -13%</b>	<b>8%</b>
WA	22,719	18,793	↓ -17%	11%	2,330	2,282	↓ -2%	12%
TAS	7,157	5,133	↓ -28%	3%	769	578	↓ -25%	3%
NT	1,577	1,129	↓ -28%	1%	263	134	↓ -49%	1%
ACT	2,400	1,922	↓ -20%	1%	370	246	↓ -34%	1%
<b>TOTAL</b>	<b>235,893</b>	<b>178,723</b>	<b>↓ -24%</b>	<b>100%</b>	<b>25,286</b>	<b>19,059</b>	<b>↓ -25%</b>	<b>100%</b>

### Purpose of Visit within Australia

Stop over reason	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Year Ending Sep-19	Year Ending Sep-20	Change (%)
Holiday	45,864	30,797	↓ -33%	173,039	115,869	↓ -33%	35,205	24,153	↓ -31%
VFR	39,340	27,674	↓ -30%	124,007	90,697	↓ -27%	13,908	9,117	↓ -34%
Business	26,382	18,139	↓ -31%	89,653	71,010	↓ -21%	17,974	10,937	↓ -39%
Other	7,162	5,681	↓ -21%	23,377	22,461	↓ -4%	12,029	7,683	↓ -36%

### Purpose of Visit to South Australia

Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share
Holiday	3,237	2,516	↓ -22%	8%	12,209	8,926	↓ -27%	8%	2,131	1,590	↓ -25%	7%
VFR	2,289	1,784	↓ -22%	6%	7,155	6,115	↓ -15%	7%	857	656	↓ -23%	7%
Business	1,864	1,226	↓ -34%	7%	6,625	3,957	↓ -40%	6%	1,180	664	↓ -44%	6%
Other	654	549	↓ -16%	10%	2,304	1,792	↓ -22%	8%	864	581	↓ -33%	8%

Source: All data is from the National Visitor Survey, September 2020, 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>