

# SOUTH AUSTRALIA

## The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE  
SOUTH AUSTRALIA

Government  
of South Australia  
South Australian  
Tourism Commission

Year ending December 2025 — Date: 23<sup>rd</sup> March 2026

\$	\$11.0b	Tourism Expenditure
	17.3k	International seats into Adelaide each week
	445k	International visitors
	91.3k	Domestic seats into Adelaide each week
	2.1M	Interstate visitors
	5.7M	Intrastate trips
	16.4M	Domestic day trips
	19.3K	Hotel rooms
	20k	Tourism business across the state
	\$238k	In tourism expenditure = 1 directly employed
	41.6K	Directly employed, (to grow direct employment by 16,000 jobs by 2030)

Sources: International Visitor Survey and Domestic Tourism Statistics (DoTS), Tourism Research Australia December 2025, Canberra; State Tourism Satellite Accounts 2024-25, Tourism Research Australia, Canberra; Accommodation data sourced from STR for 10+ rooms, February 2026, All data is based on seasonal schedules and is subject to change without notice.

Notes: For details of the DoTS methodology please refer to [Domestic tourism statistics results | Tourism Research Australia](#)

# Value of Tourism in South Australia

Year ending December 2025 — Date: 23<sup>rd</sup> March 2026

## Total for year to December 2025

Expenditure (\$)	South Australia				Australia		
	Year Ending Dec-24	Year Ending Dec-25	Change %	Market Share	Year Ending Dec-24	Year Ending Dec-25	Change %
International	\$1.3b	\$1.8b	31%	4.5%	\$32.9b	\$39.2b	19%
Interstate	\$3.8b	\$3.3b	-15%	6.9%	\$47.9b	\$47.4b	-1.0%
Intrastate	\$2.9b	\$3.2b	10%	5.5%	\$61.0b	\$59.4b	-2.7%
Day Trips	\$2.2b	\$2.8b	29%	6.0%	\$38.9b	\$46.4b	19%
<b>Total Expenditure</b>	<b>\$10.3b</b>	<b>\$11.0b</b>	<b>7.3%</b>	<b>5.7%</b>	<b>\$180.6b</b>	<b>\$192.4b</b>	<b>6.5%</b>

Total visitor spend in South Australia for the year end December 2025 came to \$11.0 billion, 7.3 per cent up on \$10.3 billion for the year end December 2024. This was ahead of the national growth rate of 6.5 per cent.

The \$11.0 billion was made up of \$1.8 billion in International spend, \$3.3 billion in Interstate overnight spend, \$3.2 billion in Intrastate overnight spend and \$2.8 billion in Day trip spend.

## Domestic Survey DoTS Survey December 2025

Expenditure (\$m)	Australia			South Australia			
	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share
Interstate (\$m)	\$ 47,853	\$ 47,389	↓ -1.0%	\$ 3,835	\$ 3,255	↓ -15%	6.9%
Intrastate (\$m)	\$ 60,978	\$ 59,360	↓ -2.7%	\$ 2,946	\$ 3,238	↑ 10%	5.5%
Day Trips (\$m)	\$ 38,850	\$ 46,413	↑ 19%	\$ 2,164	\$ 2,788	↑ 29%	6.0%
<b>Total Domestic</b>	<b>\$ 147,681</b>	<b>\$ 153,161</b>	<b>↑ 3.7%</b>	<b>\$ 8,945</b>	<b>\$ 9,281</b>	<b>↑ 3.8%</b>	<b>6.1%</b>

### Interstate

Interstate overnight spend was \$3.3 billion, down 15 per cent on December 2024. Nationally, interstate spend declined by 1 per cent.

The 15 per cent decline brings us to 6.9 per cent expenditure market share and reflects a normalisation of performance to the long-term average of 7.0 per cent.

Despite a weak expenditure result, visitors grew 9 per cent, with a range of factors, including cost-of-living pressures, driving a weaker average spend and trip duration. Tasmania and the ACT had similar results.

Nationally, interstate visits are down 2 per cent, while spending has fallen 1 per cent. This trend is not uniform across the country. New South Wales and the Northern Territory have seen

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growth in both visits and spend. Tasmania and the ACT Australia, much like South Australia, have seen an increase in visits but a drop in spend. Tasmanian visits grew 14 per cent but spend was down 4 per cent. In the ACT visits increased by 5 per cent, while spend fell by 10 per cent. Victoria saw visits remain flat on 2024, however like South Australia, spend fell, down 9 per cent.

### Intrastate

For the year end December 2025 intrastate spend in South Australia reached \$3.2 billion, up 10 per cent on the year end December 2024.

The state saw 5.7 million intrastate overnight visitors who stayed 16.5 million nights, both down 4 per cent. Nationally, intrastate visits were up 6 per cent, nights down 1 per cent and spend down 3 per cent.

### Day Trips

For the year end December 2025 day trip spend in South Australia reached a record high \$2.8 billion, up 29 per cent on 2024.

In addition, the State saw 16.4-million-day trip visits across the State for the year, up 6 per cent.

Nationally, day trips rose 9 per cent and day trip spend grew 19 per cent for the year end December 2025. Trip substitution, driving by cost-of-living pressures is a likely driver.

The growth in day trips reflects the current challenging economic conditions, with travellers opting for more cost-effective day trips rather than paying for overnight stays.

### International Visitor Survey December 2025

	Australia			South Australia			
	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share
Visits (000s)	7,634	8,272	↑ 8.4%	440	445	↑ 1.2%	5.4%
Nights (000s)	294,995	312,677	↑ 6.0%	13,592	14,721	↑ 8.3%	4.7%
Expenditure (\$m)	32,911	39,191	↑ 19%	1,348	1,761	↑ 31%	4.5%

South Australia saw 445,000 international visitors for the year end December 2025, up 1 per cent on the prior year. Nights rose by 8 per cent to \$14.7 million and spend increased by 31 per

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cent to \$1.8 billion. This compares to national results where visits were up 8 per cent, night up 6 per cent and spend up 19 per cent.

South Australia's strong growth in spend was driven by Education (up 36 per cent) Employment (up 34 per cent) and Leisure (up 24 per cent) visitor expenditure.

Employment visitor gains were led by China and the UK, while Education growth was fuelled by Hong Kong and India. In both segments, spend grew faster than visits, with longer stays contributing to higher expenditure.

South Australia saw spend increases of 24 per cent for Leisure visitors, with both Holiday and Visiting Friends and Relatives (VFR) purpose visitors growing, up 20 per cent and 29 per cent respectively. This compares to nationally, where Holiday spend grew by 23 per cent and VFR spend by 10 per cent.