

DOMESTIC VISITOR PROFILE

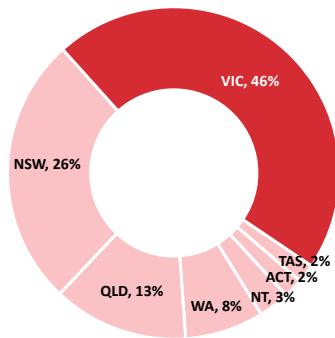
VISITORS FROM VICTORIA



Domestic Visitor Profile December 2017 - December 2019

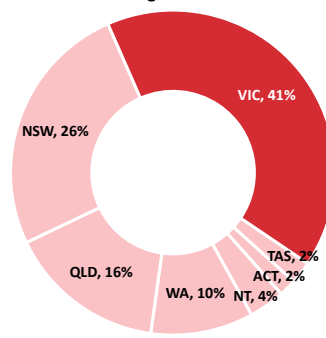
Origin	Holiday	VFR	Business	Other	Total
Visitors	469,000	393,000	318,000	78,000	1,226,000
Nights	2,309,000	1,577,000	885,000	252,000	5,022,000
Expenditure (s)	431,000,000	211,000,000	217,000,000	35,000,000	895,000,000
ALOS	4.9	4.0	2.8	3.2	4.1

Domestic Visitor Breakdown

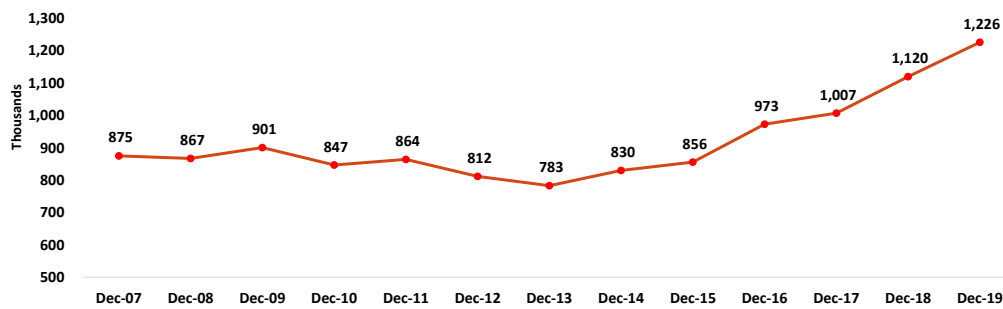


- 46 per cent of visitors to South Australia originate from Victoria.
- Victoria is the largest provider of visitors to our state.
- The 46 per cent of visitor contribute 41 per cent of our interstate nights.

Domestic Nights Breakdown

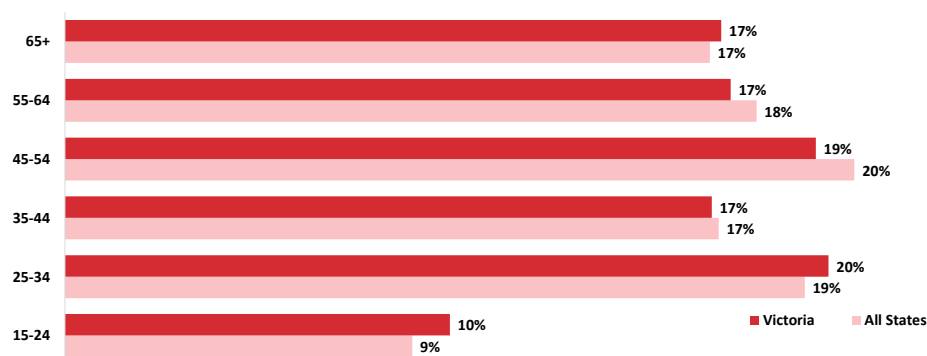


Visitor Time Series



- For the year end December 2007 South Australia received 875,000 visitors from Victoria, this dropped to 783,000 in December 2013 and rose to a high of 1.2 million in December 2019.
- Currently for the year end December 2019 we set a record high 1.2 million Victorian visitors to South Australia.

Visitor Age



- 20 per cent of visitors from Victoria to South Australia are in the 25-34 age group.
- 15-24 and the 25-34 age groups over index for Victorians coming to South Australia.
- The results for Victoria are similar to the national results as Victoria makes up the largest percentage of visitors to our state.

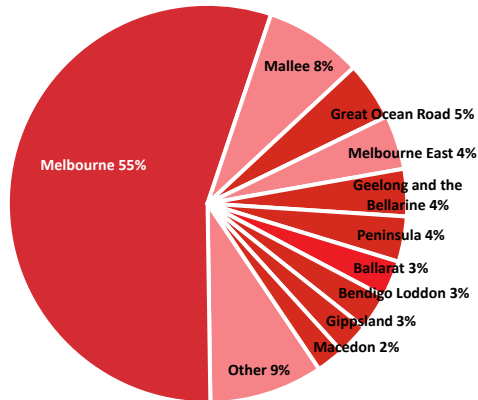
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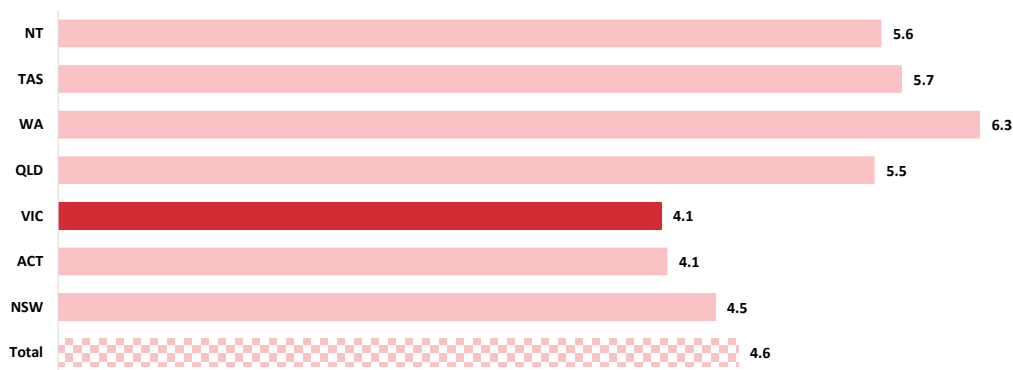
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Visitor Origin



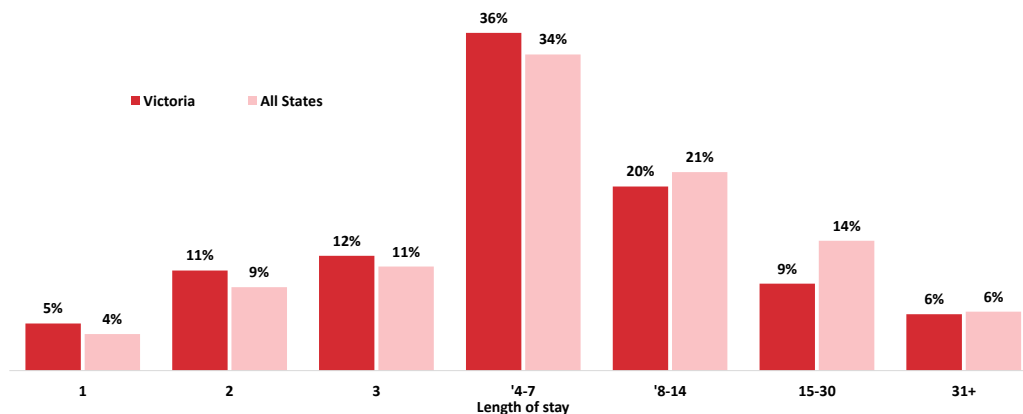
- 55 per cent of visitors to South Australia come from Melbourne.
- Regional Victoria contributes 45 per cent of visitors.
- This is led by the Malle and Great Ocean Road where 8 per cent and 5 per cent of visitors originate.

Average Length of Stay



- Visitors from Victoria on average spend 4.1 nights in South Australia, below the total interstate average of 4.6 nights.
- 46 percent of domestic visitors to South Australia come from Victoria making it our largest domestic market.

Visitor Length of Stay



- 36 per cent of Victorian visitors prefer to stay between 4-7 nights when in South Australia.
- 1 and 2 night stays over index when compared to the length of stay for all our interstate visitors.

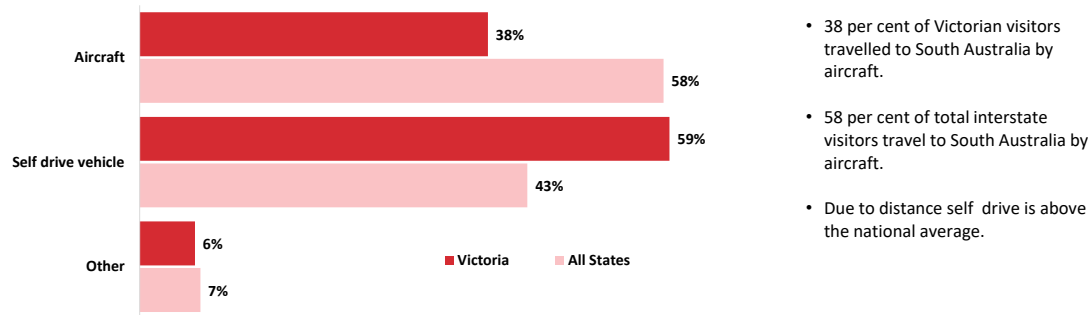
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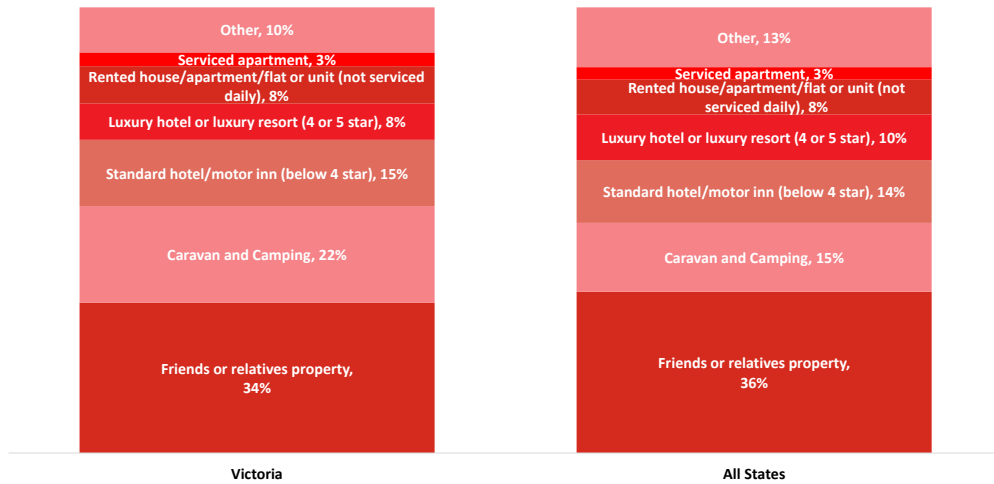


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Transport to South Australia

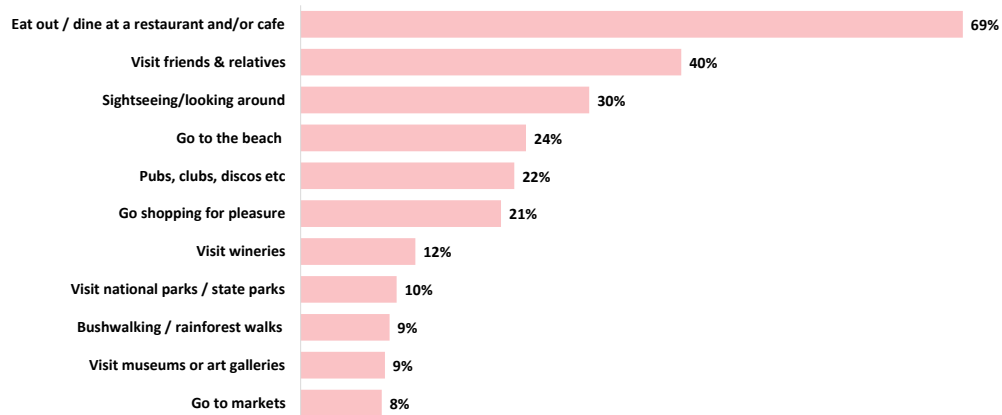


Visitor Accommodation



- 22 per cent of visitors from Victoria prefer caravan and camping compared to the overall interstate average of 15 per cent.
- 34 per cent of Victorian visitors stay with Friend or relatives, below the national average for visitors to our state.

Visitor Activities



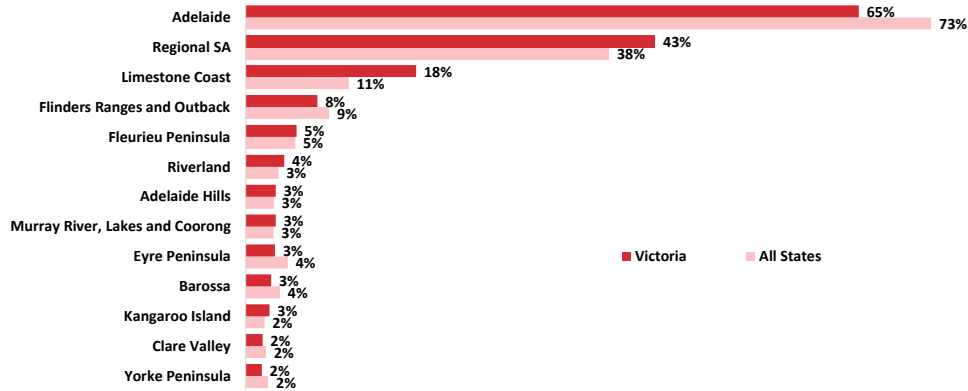
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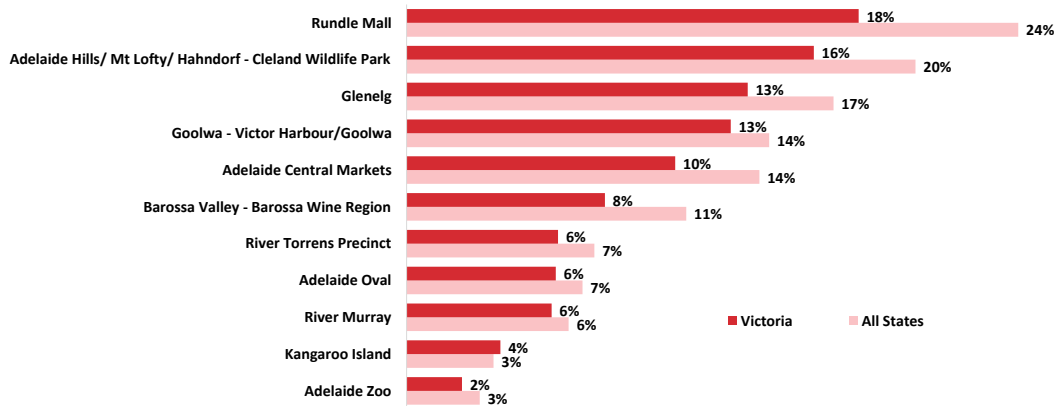
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Regions Visited



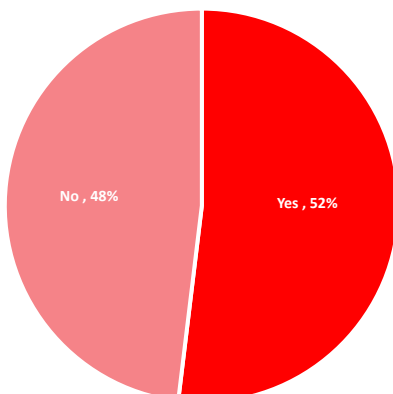
- 65 per cent of visitors from Victoria visit Adelaide and 43 per cent disperse into the regions.
- The most popular region is the Limestone Coast followed by the Flinders Ranges and Outback.
- The Limestone Coast is over represented for Victoria compared to all interstate visitors.

Specific Places Visited



- The top places visited include Rundle Mall, The Adelaide Hills and Glenelg.
- Surprisingly only 10 per cent of visitors from Victoria went to the Central Markets.
- 8 per cent of visitors from Victoria went to the Barossa, this was well below the state average of 11 per cent.

Accommodation booked on Stayz, Airbnb, Couch Surfing



- At December 2019 52 per cent of visitors from Victoria booked accommodation in an Stayz, Airbnb or Couch surfing style of accommodation.
- For the prior year end 42 per cent of visitors stayed in a Airbnb or equivalent accommodation. More Victorians are using this type of accommodation.
- The sharing economy is becoming an ever increasing accommodation option for visitors.

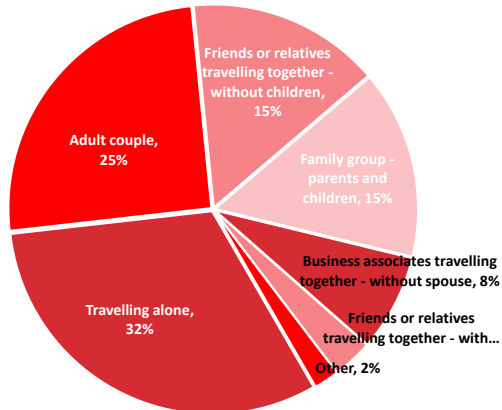
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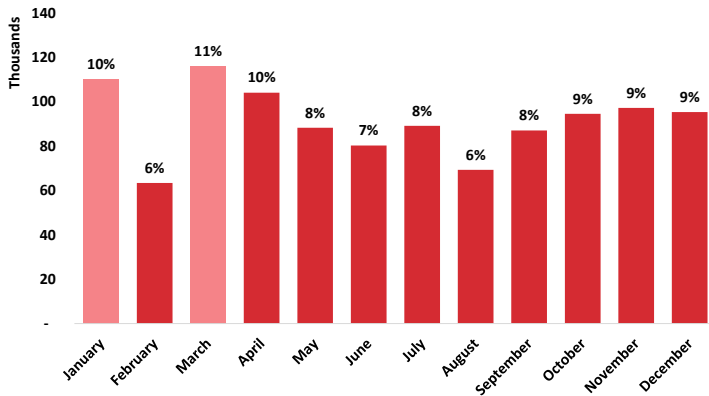
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Travel Party



- 57 per cent of visitors from Victoria either travelled alone or as a part of an adult couple.
- 82 per cent of visitors from Victoria travelled with out children.
- Only 18 per cent had children travelling with them.
- Nationally 58 per cent travel alone or part of an adult couple, 81 per cent travelled with out children.
- Only 19 per cent travel with kids.

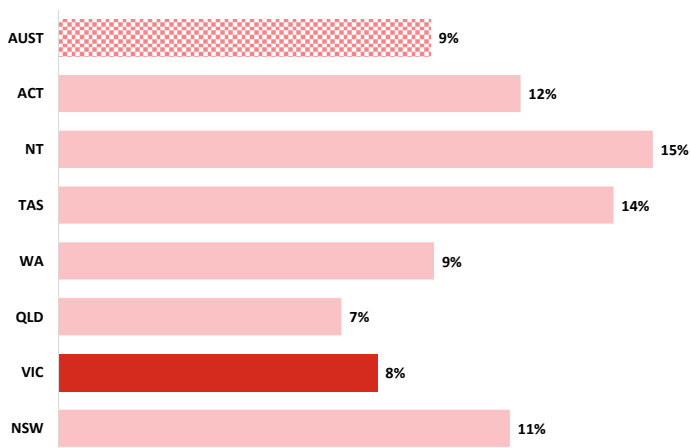
Month of Visit



- The most popular months for visitors from Victoria are January and March.
- Both these months over index.
- Visitation is higher in January with the school holidays.
- March is also a popular time, with Easter and school holidays.

Festivals and Events

Attend Festival or Cultural Event



- 8 per cent of visitors from Victoria attended a festival or cultural event whilst in South Australia.
- Nationally 9 per cent attended a festival or cultural event whilst in our state.
- Visitors from Victoria have a lower than average propensity to travel for Festivals or Cultural events than all other States.

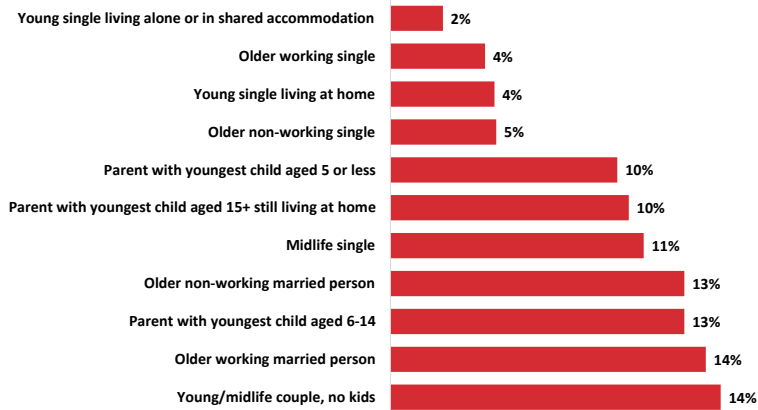
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Lifestyle Group



- 27 per cent of visitors from Victoria come from the married older working or non working stage in life.
- 25 per cent of visitors are either midlife and single or a young mid life couple with no kids.

Source: Tourism Research Australia - International and National Visitor Survey year end December 2017 to year end December 2019. All figures are based on a three year roll up for the year end December 2017, December 2018 and December 2019 to provide an annual average result. Graphed bar length uneven due to rounding.