



Razorback Lookout, Flinders Ranges & Outback

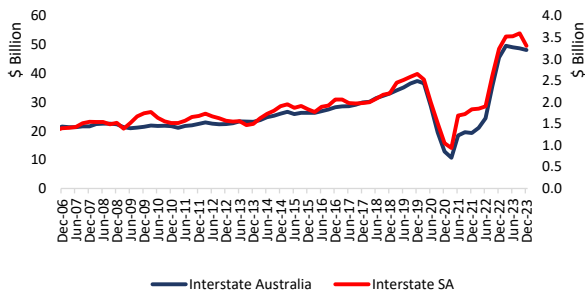


National Visitor Survey South Australia All Purpose December 2023

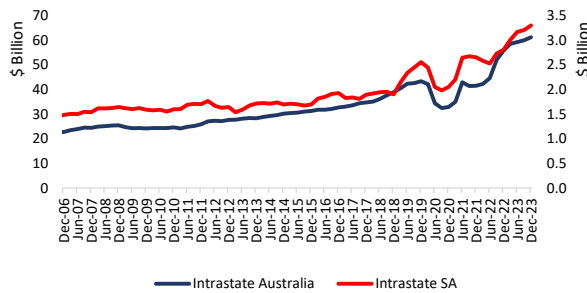
Released: 27th March 2024, Next release 26th June 2024

Expenditure (\$m)	Australia			South Australia			
	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share
Interstate (\$m)	\$ 48,701	\$ 48,153	↓ -1%	\$ 3,597	\$ 3,309	↓ -8%	6.9%
Intrastate (\$m)	\$ 59,993	\$ 61,178	↑ 2%	\$ 3,207	\$ 3,298	↑ 3%	5.4%
Day Trips (\$m)	\$ 33,679	\$ 32,929	↓ -2%	\$ 2,224	\$ 2,252	↑ 1%	6.8%
Total Domestic	\$ 142,373	\$ 142,260	⇒ 0%	\$ 9,027	\$ 8,858	↓ -2%	6.2%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Overnight Trips (000s)											
	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share
NSW	36,142	36,750	↑ 2%	33%	10,882	11,212	↑ 3%	32%	25,260	25,538	↑ 1%	32%
VIC	27,970	28,459	↑ 2%	25%	7,978	8,068	↑ 1%	23%	19,992	20,390	↑ 2%	26%
QLD	25,214	24,992	⇒ -1%	22%	7,669	7,469	↓ -3%	21%	17,545	17,523	⇒ 0%	22%
SA	7,443	7,396	⇒ -1%	7%	2,869	2,712	↓ -5%	8%	4,574	4,683	↑ 2%	6%
WA	11,129	11,074	⇒ 0%	10%	1,644	1,686	↑ 3%	5%	9,485	9,388	↓ -1%	12%
TAS	2,995	3,028	↑ 1%	3%	1,399	1,335	↓ -5%	4%	1,596	1,693	↑ 6%	2%
NT	1,389	1,409	↑ 1%	1%	787	766	↓ -3%	2%	602	643	↑ 7%	1%
ACT	3,175	3,298	↑ 4%	3%	3,167	3,294	↑ 4%	9%	np	np	np	np
TOTAL	111,610	112,584	⇒ 1%	100%	34,785	34,919	⇒ 0%	100%	79,063	79,862	↑ 1%	100%

State	Nights (000s)											
	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share
NSW	116,246	117,093	⇒ 1%	29%	44,069	44,338	⇒ 1%	26%	72,177	72,755	⇒ 1%	31%
VIC	82,120	83,468	↑ 2%	21%	33,144	32,960	⇒ -1%	20%	48,976	50,508	↑ 3%	22%
QLD	99,808	97,142	↓ -3%	24%	44,771	43,236	↓ -3%	26%	55,037	53,906	↓ -2%	23%
SA	26,526	25,783	↓ -3%	6%	13,013	12,487	↓ -4%	7%	13,513	13,296	↓ -2%	6%
WA	49,524	50,138	↑ 1%	12%	12,556	12,230	↓ -3%	7%	36,968	37,908	↑ 3%	16%
TAS	12,590	12,590	⇒ 0%	3%	8,817	8,568	↓ -3%	5%	3,773	4,022	↑ 7%	2%
NT	7,226	6,939	↓ -4%	2%	5,305	5,039	↓ -5%	3%	1,921	1,899	↓ -1%	1%
ACT	8,837	9,263	↑ 5%	2%	8,828	9,259	↑ 5%	6%	np	np	np	np
TOTAL	402,904	402,447	⇒ 0%	100%	170,528	168,150	↓ -1%	100%	232,376	234,297	⇒ 1%	100%



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Expenditure (\$m)												
State	Total Domestic				Interstate				Intrastate			
	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share
NSW	29,913	30,662	↑ 3%	28%	10,995	11,500	↑ 5%	24%	18,918	19,162	↑ 1%	31%
VIC	22,541	22,840	↑ 1%	21%	10,175	10,020	↓ -2%	21%	12,366	12,821	↑ 4%	21%
QLD	29,079	28,266	↓ -3%	26%	13,877	13,149	↓ -5%	27%	15,202	15,117	⇒ -1%	25%
SA	6,803	6,607	↓ -3%	6%	3,597	3,309	↓ -8%	7%	3,207	3,298	↑ 3%	5%
WA	11,648	12,072	↑ 4%	11%	3,402	3,412	⇒ 0%	7%	8,247	8,660	↑ 5%	14%
TAS	3,692	3,778	↑ 2%	3%	2,596	2,647	↑ 2%	5%	1,095	1,131	↑ 3%	2%
NT	2,566	2,504	↓ -2%	2%	1,845	1,771	↓ -4%	4%	721	733	↑ 2%	1%
ACT	2,447	2,597	↑ 6%	2%	2,210	2,341	↑ 6%	5%	np	np	np	np
TOTAL	108,694	109,331	⇒ 1%	100%	48,701	48,153	↓ -1%	100%	59,993	61,178	↑ 2%	100%

Day Trips								
State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share
NSW	66,283	65,788	⇒ -1%	30%	9,839	9,818	⇒ 0%	30%
VIC	60,516	58,647	↓ -3%	27%	8,706	8,566	↓ -2%	26%
QLD	47,922	45,862	↓ -4%	21%	7,696	7,240	↓ -6%	22%
SA	15,102	14,982	⇒ -1%	7%	2,224	2,252	↑ 1%	7%
WA	22,877	21,860	↓ -4%	10%	3,470	3,340	↓ -4%	10%
TAS	5,715	5,401	↓ -5%	2%	723	785	↑ 9%	2%
NT	1,449	1,329	↓ -8%	1%	221	195	↓ -12%	1%
ACT	2,341	2,328	⇒ -1%	1%	799	733	↓ -8%	2%
TOTAL	222,217	216,211	↓ -3%	100%	33,679	32,929	↓ -2%	100%

Purpose of Visit within Australia									
Stop over reason	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Year Ending Sep-23	Year Ending Dec-23	Change (%)
Holiday	47,678	47,634	⇒ 0%	179,490	176,587	↓ -2%	53,289	52,989	⇒ -1%
VFR	37,212	37,477	⇒ 1%	118,906	120,040	⇒ 1%	18,788	18,862	⇒ 0%
Business	22,789	23,534	↑ 3%	82,855	84,319	↑ 2%	21,330	21,925	↑ 3%
Other	6,544	6,748	↑ 3%	21,653	21,501	⇒ -1%	15,287	15,556	↑ 2%

Purpose of Visit to South Australia												
Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share	Year Ending Sep-23	Year Ending Dec-23	Change (%)	Market Share
Holiday	3,015	3,016	⇒ 0%	6%	10,961	10,478	↓ -4%	6%	3,028	2,881	↓ -5%	5%
VFR	2,414	2,410	⇒ 0%	6%	8,316	8,504	↑ 2%	7%	1,274	1,262	⇒ -1%	7%
Business	1,657	1,638	↓ -1%	7%	6,087	5,805	↓ -5%	7%	1,465	1,418	↓ -3%	6%
Other	474	436	↓ -8%	6%	1,162	996	↓ -14%	5%	1,036	1,046	⇒ 1%	7%

Source: All data is from the National Visitor Survey, December 2023, 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>