

DOMESTIC VISITOR PROFILE

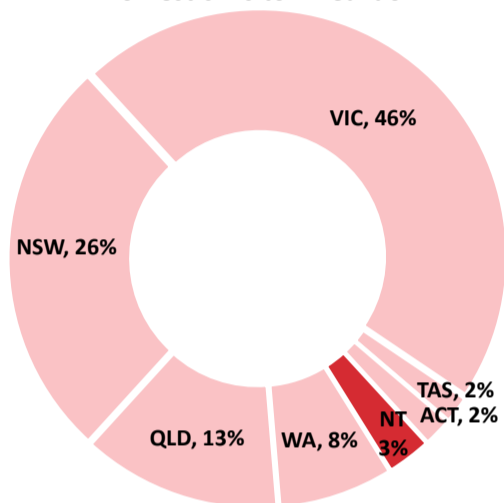
VISITORS FROM NORTHERN TERRITORY



Domestic Visitor Profile December 2017 - December 2019

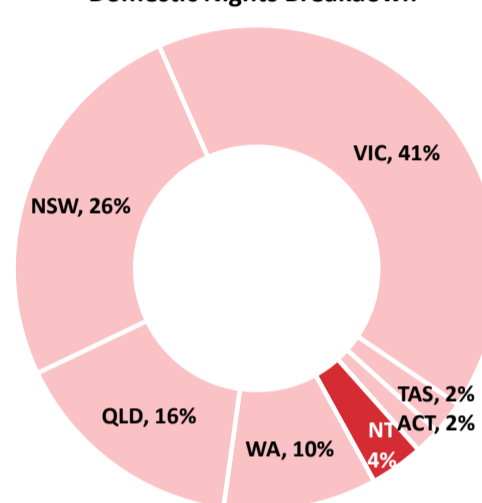
Origin	Holiday	VFR	Business	Other	Total
Visitors	20,000	27,000	22,000	14,000	78,000
Nights	108,000	184,000	78,000	66,000	436,000
Expenditure	\$ 24,000,000	\$ 30,000,000	\$ 22,000,000	\$ 12,000,000	\$ 88,000,000
ALOS	5.4	6.8	3.5	4.7	5.6

Domestic Visitor Breakdown

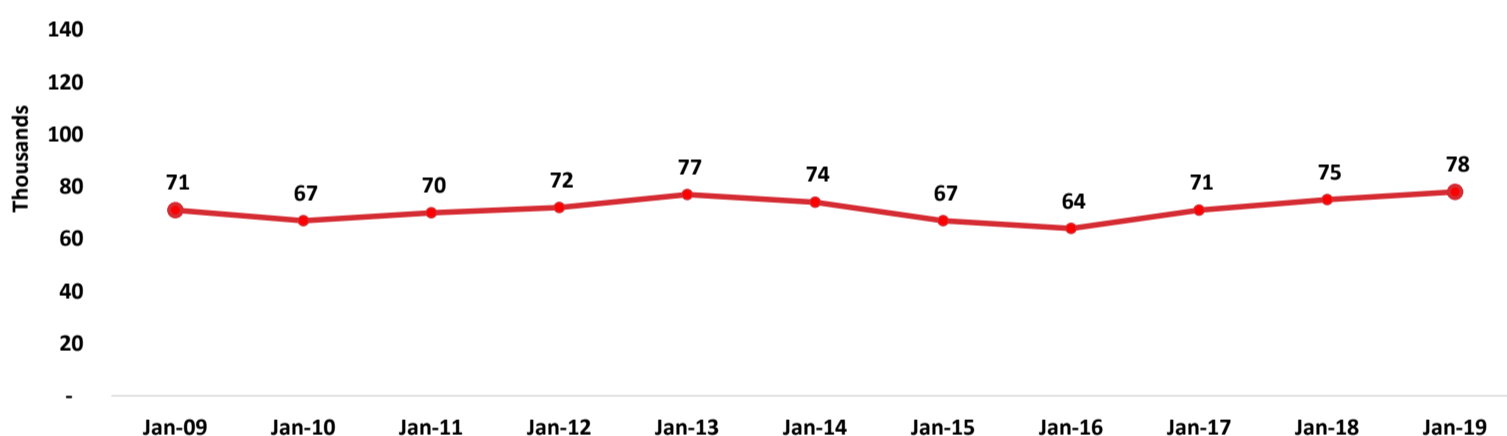


- 3 per cent of visitors to South Australia originate from the Northern Territory.
- The Northern Territory is our fifth largest provider of visitors to our state.
- The 3 per cent of visitors contribute 4 per cent of our interstate nights.

Domestic Nights Breakdown

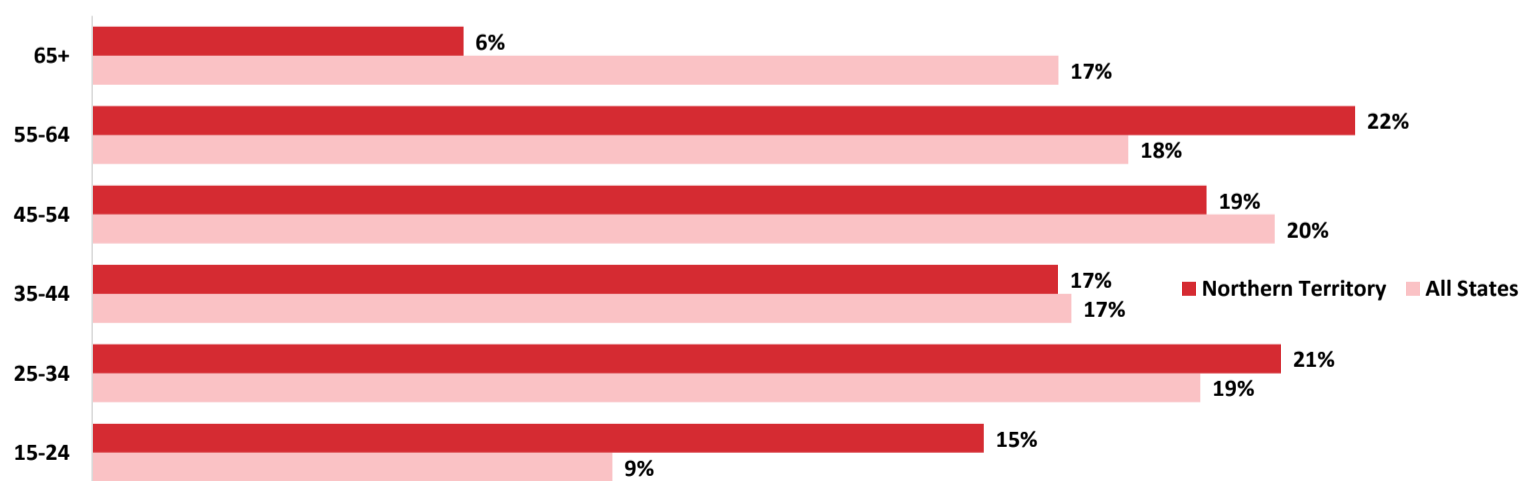


Visitor Time Series



- For the year end December 2007 South Australia received 71,000 visitors from Northern Territory, this dropped to 64,000 in December 2016 and rose to a high of 78,000 in December 2019.
- Currently for the year end December 2019 we have 78,000 Northern Territorian visitors to South Australia.

Visitor Age



- 22 per cent of visitors from the Northern Territory to South Australia are in the 55-64 age group, higher than the national average of 18 per cent.
- 21 per cent of visitors from the Northern Territory to South Australia are in the 25-34 age group, higher than the national average of 19 per cent.
- The Northern Territory is well below average for the 65+ ages groups.

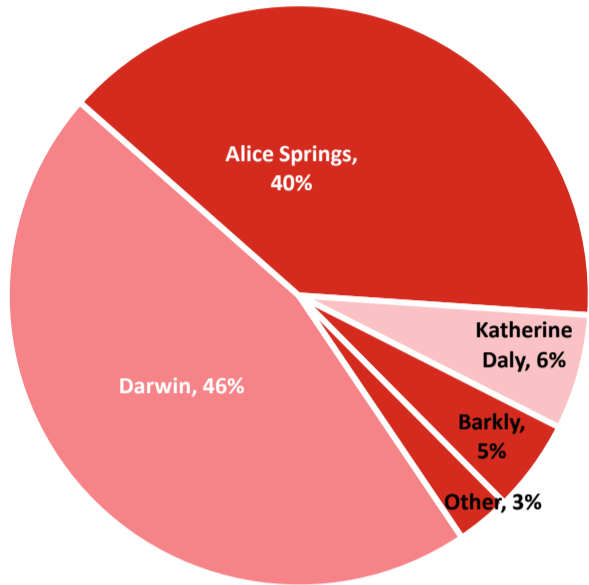
DOMESTIC VISITOR PROFILE

VISITORS FROM NORTHERN TERRITORY



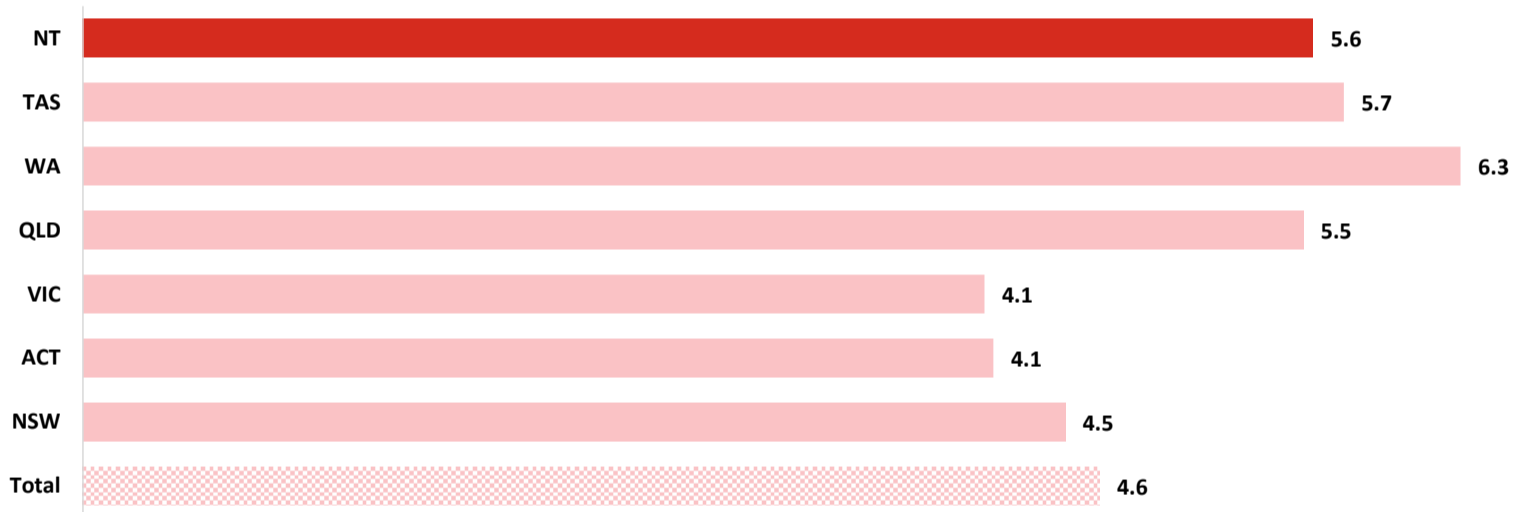
Domestic Visitor Profile December 2017 - December 2019

Visitor Origin



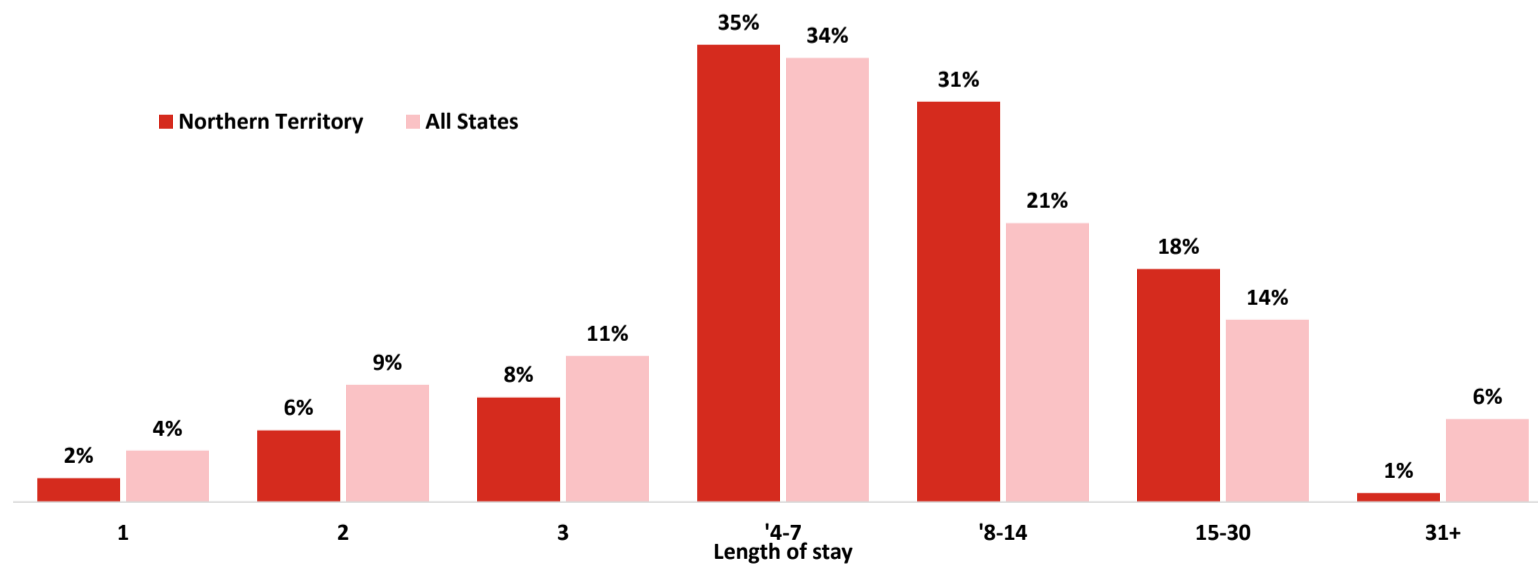
- 46 per cent of visitors to South Australia come from Darwin and 40 per cent from Alice Springs.
- Regional Northern Territory contribute 54 per cent of visitors.
- This is led by Alice Springs and Katherine Daly where 40 per cent and 6 per cent of visitors originate.

Average Length of Stay



- Visitors from the Northern Territory on average spend 5.6 nights in South Australia, above the total interstate average of 4.6 nights.
- 3 per cent of domestic visitors to South Australia come from the Northern Territory.

Visitor Length of Stay



- 35 per cent of Northern Territory visitors prefer to stay 4-7 nights when in South Australia.
- 8-14 nights stay over indexes when compared to the length of stay for all our interstate visitors.

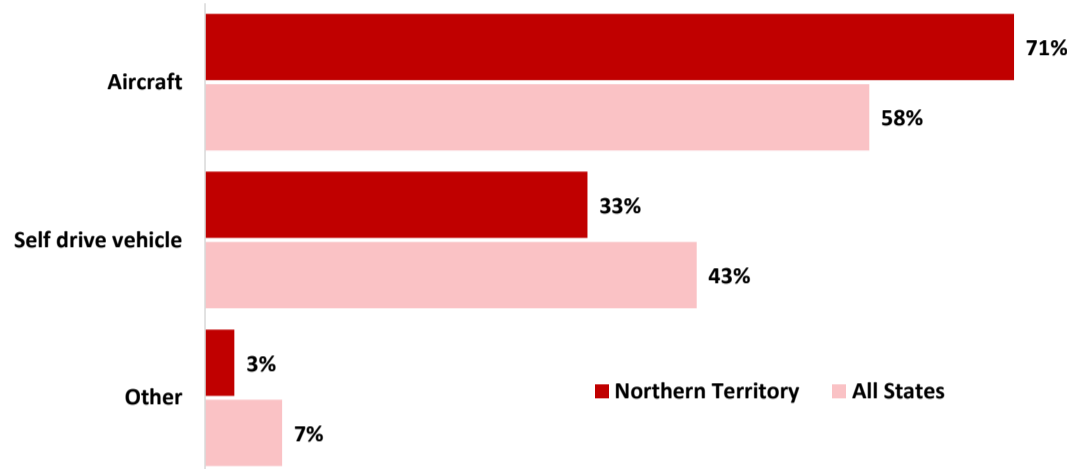
DOMESTIC VISITOR PROFILE

VISITORS FROM NORTHERN TERRITORY



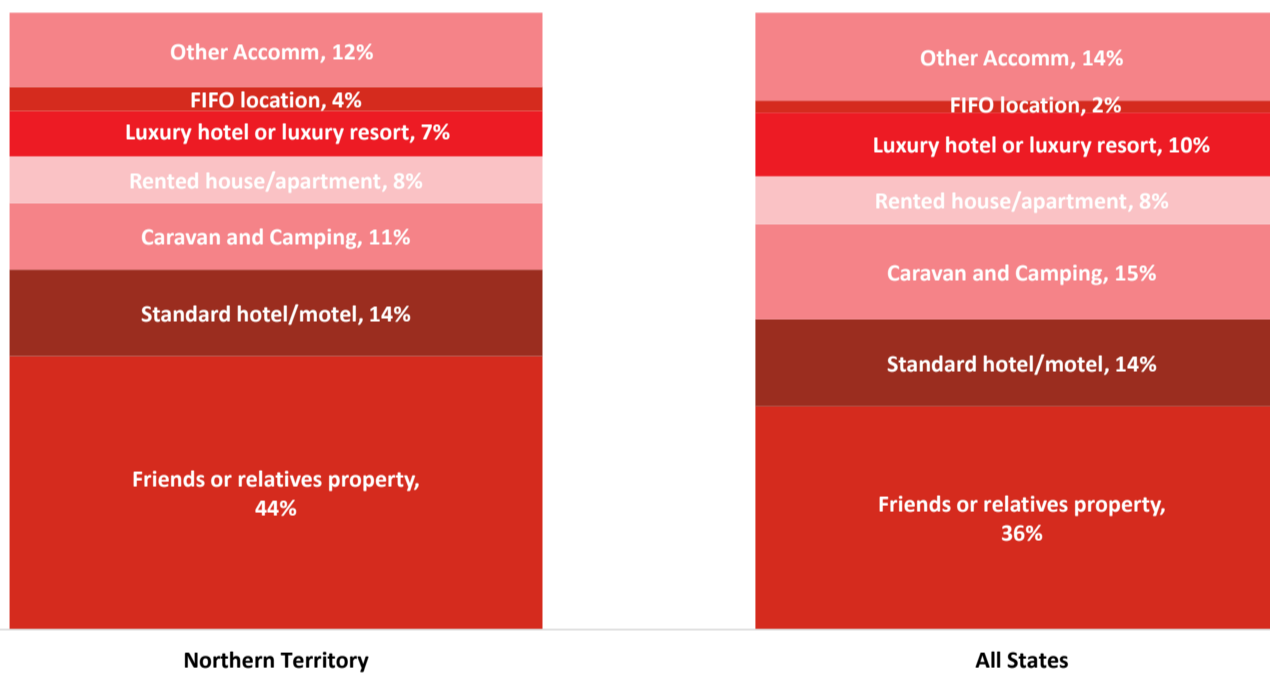
Domestic Visitor Profile December 2017 - December 2019

Transport to South Australia



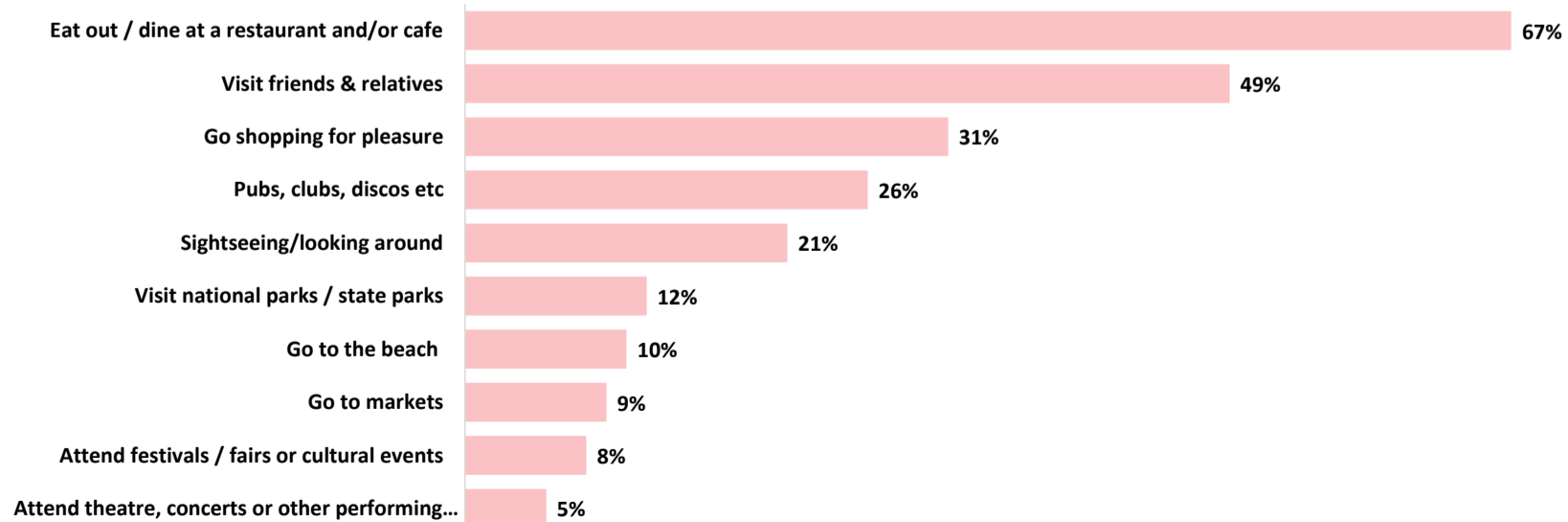
- 71 per cent of visitors from the Northern Territory travelled to South Australia by aircraft.
- 58 per cent of total interstate visitors travel to South Australia by aircraft.
- Due to distance self drive is well below the national average.

Visitor Accommodation



- 44 per cent of visitors from the Northern Territory prefer to stay with Friends and Relatives when in South Australia. This compares to the national average of 36 per cent.
- Luxury hotel or luxury resort under index at 7 per cent compared to 10 per cent nationally.
- Caravan and Camping at 11 per cent, below the national average at 15 per cent.

Visitor Activities



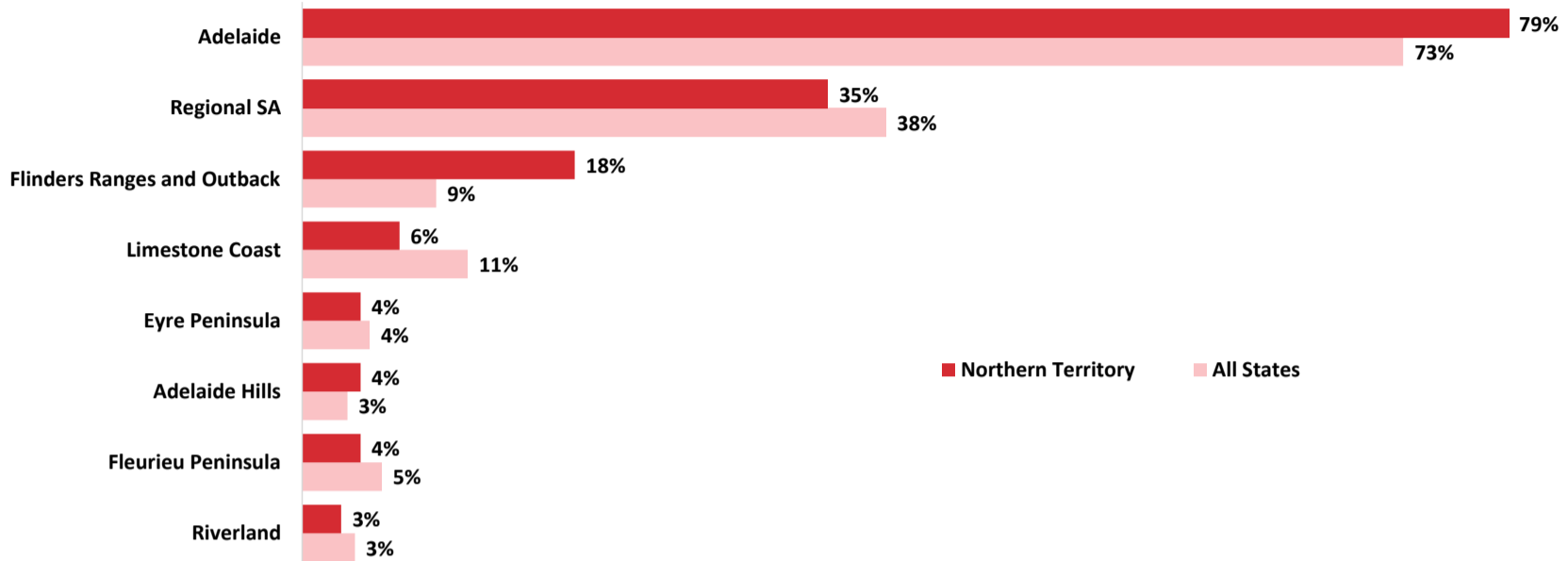
DOMESTIC VISITOR PROFILE

VISITORS FROM NORTHERN TERRITORY



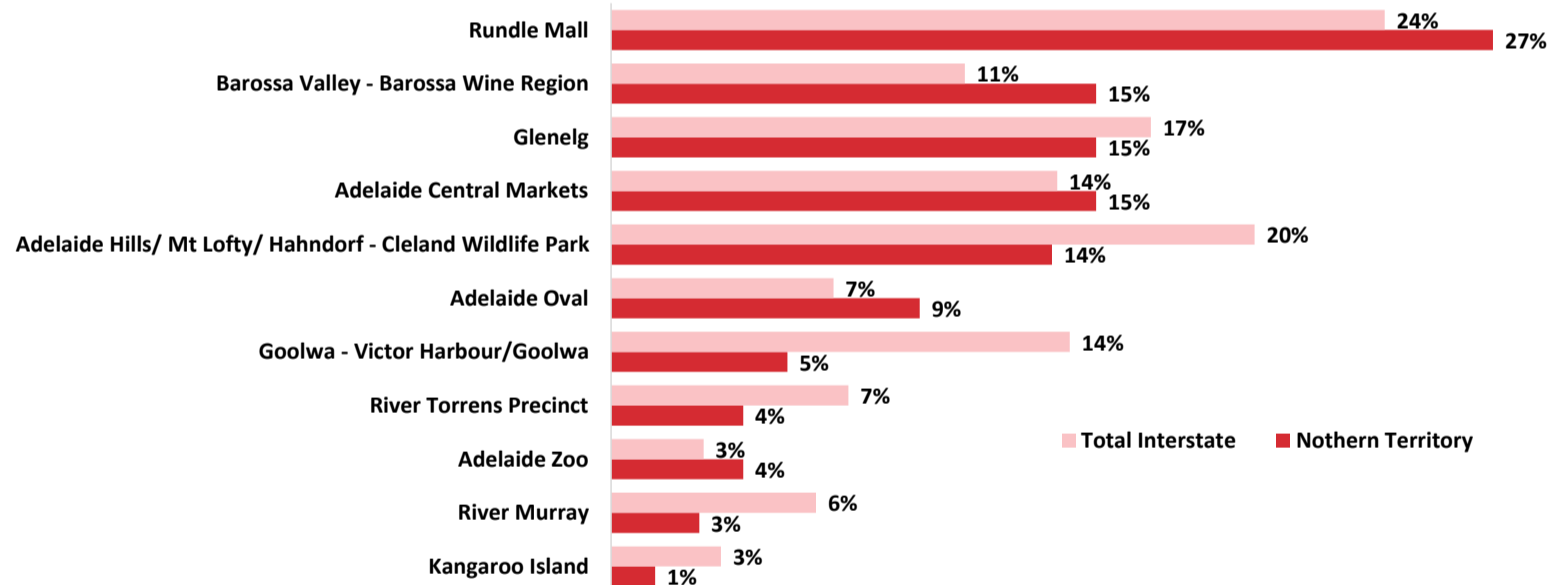
Domestic Visitor Profile December 2017 - December 2019

Regions Visited



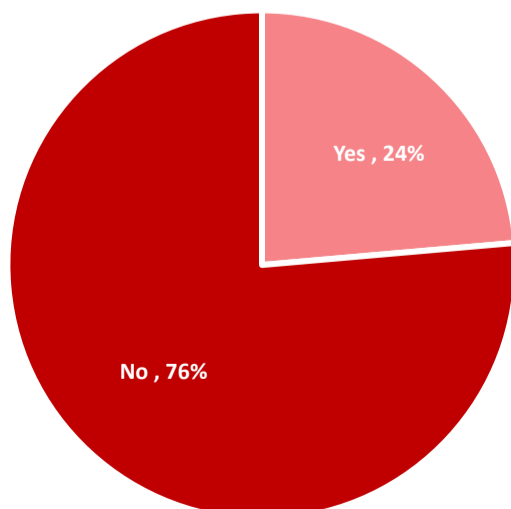
- 79 per cent of visitors from the Northern Territory visit Adelaide and 35 per cent disperse into the regions.
- The most popular region is the Flinders Ranges and Outback due to proximity, over indexing compared to Australia.
- The Limestone Coast well below the national average for the Northern Territory.

Specific Places Visited



- The top places visited include Rundle Mall, Glenelg and the Barossa Valley.
- 14 per cent of visitors from the Northern Territory went to the Adelaide Hills, well below the all state average of 20 per cent.
- 15 per cent of visitors from the Northern Territory went to the Barossa, above the interstate average of 11 per cent.

Accommodation booked on Stayz, Airbnb, Couch Surfing etc



- At December 2019 24 per cent of visitors from the Northern Territory booked accommodation in an Stayz, Airbnb, Couch surfing style of accommodation.
- For the prior year end the same 20 per cent of visitors stayed in a Airbnb or equivalent accommodation.
- The sharing economy is becoming an ever increasing accommodation option for visitors, however this is not the case for visitors from the Northern Territory.

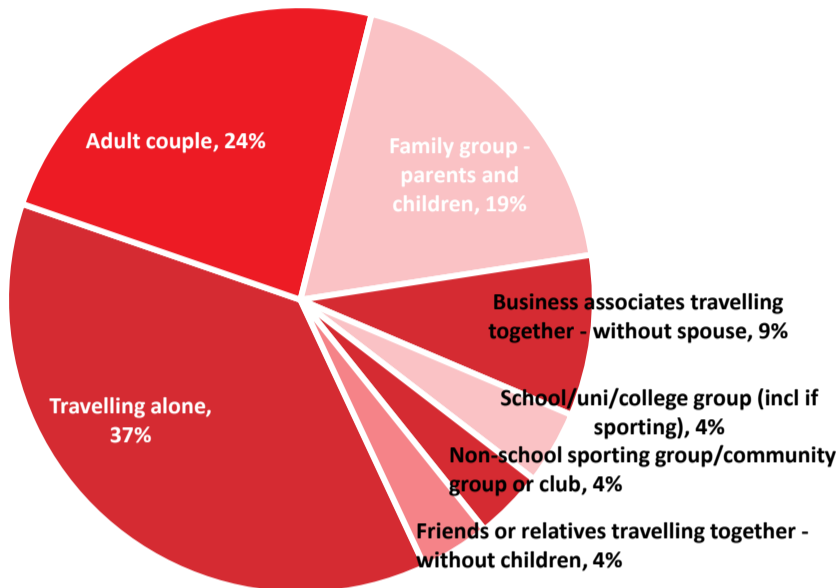
DOMESTIC VISITOR PROFILE

VISITORS FROM NORTHERN TERRITORY



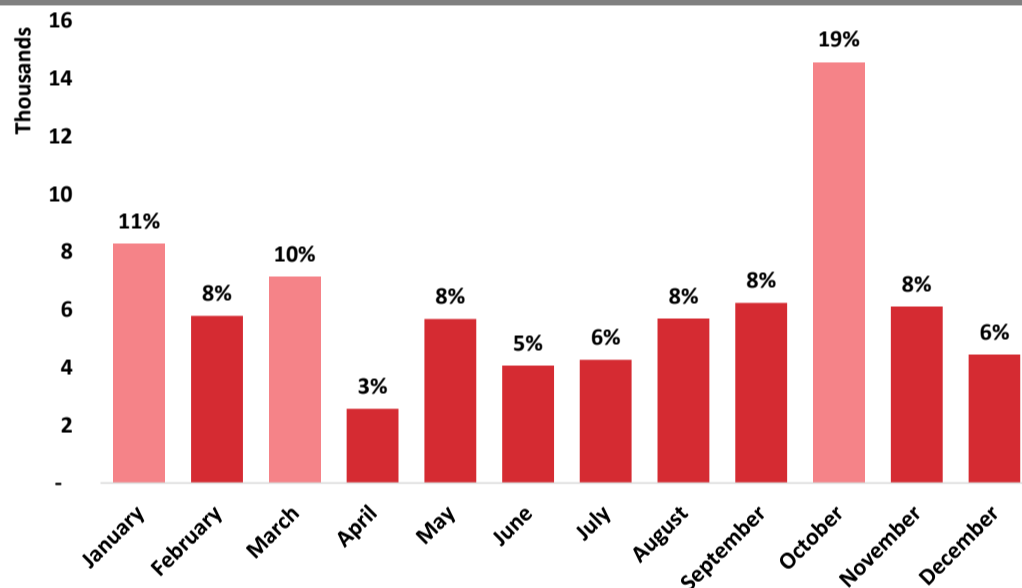
Domestic Visitor Profile December 2017 - December 2019

Travel Party Size



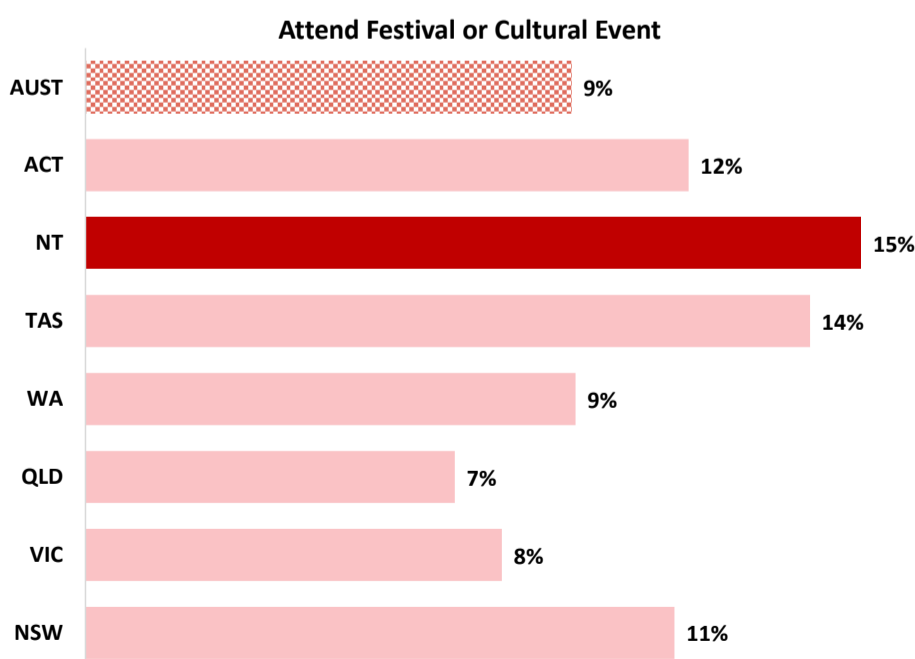
- 61 per cent of visitors from the Northern Territory either travelled alone or as a part of an adult couple.
- 81 per cent of visitors from the Northern Territory travelled with out children.
- Only 19 per cent had children travelling with them.
- Nationally 58 per cent travel alone or part of an adult couple, 81 per cent travelled wth out children.
- Only 19 per cent travel with kids.

Month of visitation



- The most popular months for visitors form Northern Territory are January and October.
- January, March and October over index for this market.
- January is school holiday time and March is Festival time in Adelaide, with occupancy rates at there highest levels.

Festivals and Events



- 15 per cent of visitors from the Northern Territory 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 Northern Territory have a greater propensity to travel for Festivals or Cultural events than Victoria or Queensland.

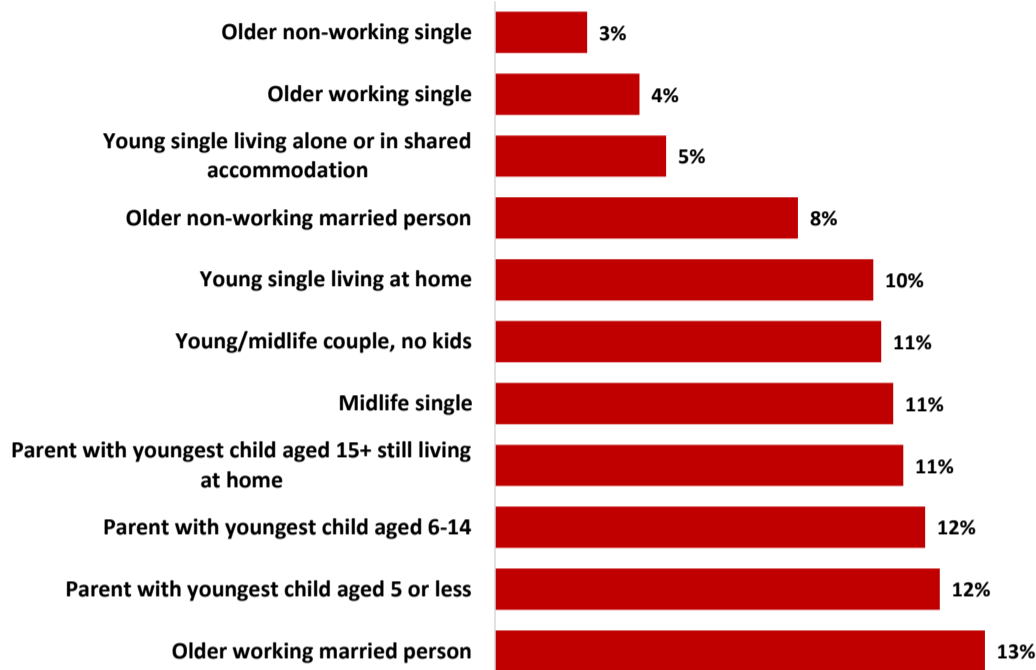
DOMESTIC VISITOR PROFILE

VISITORS FROM NORTHERN TERRITORY



Domestic Visitor Profile December 2017 - December 2019

Lifestyle Group



- 35 per cent of visitors from the Northern Territory travel in a group with parents and kids.
- 22 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.