

DOMESTIC VISITOR PROFILE

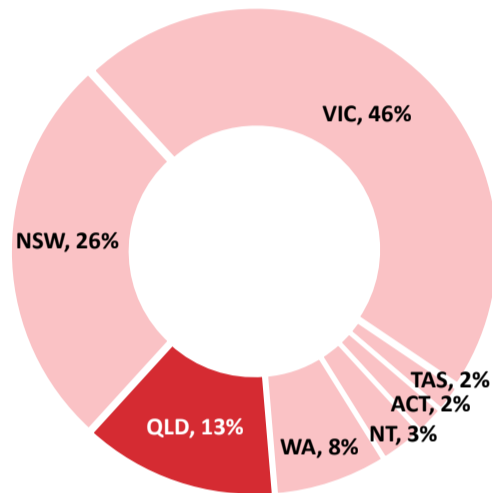
VISITORS FROM QUEENSLAND



Domestic Visitor Profile December 2017 - December 2019

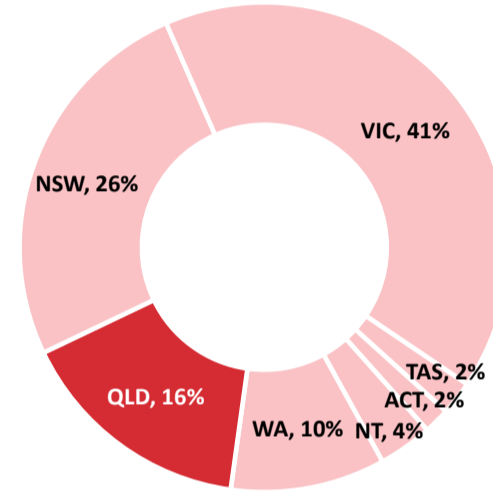
Origin	Holiday	VFR	Business	Other	Total
Visitors	103,000	125,000	115,000	20,000	347,000
Nights	563,000	802,000	486,000	74,000	1,924,000
Expenditure	128,000,000	82,000,000	99,000,000	11,000,000	320,000,000
ALOS	5.5	6.4	4.2	3.7	5.5

Domestic Visitor Breakdown

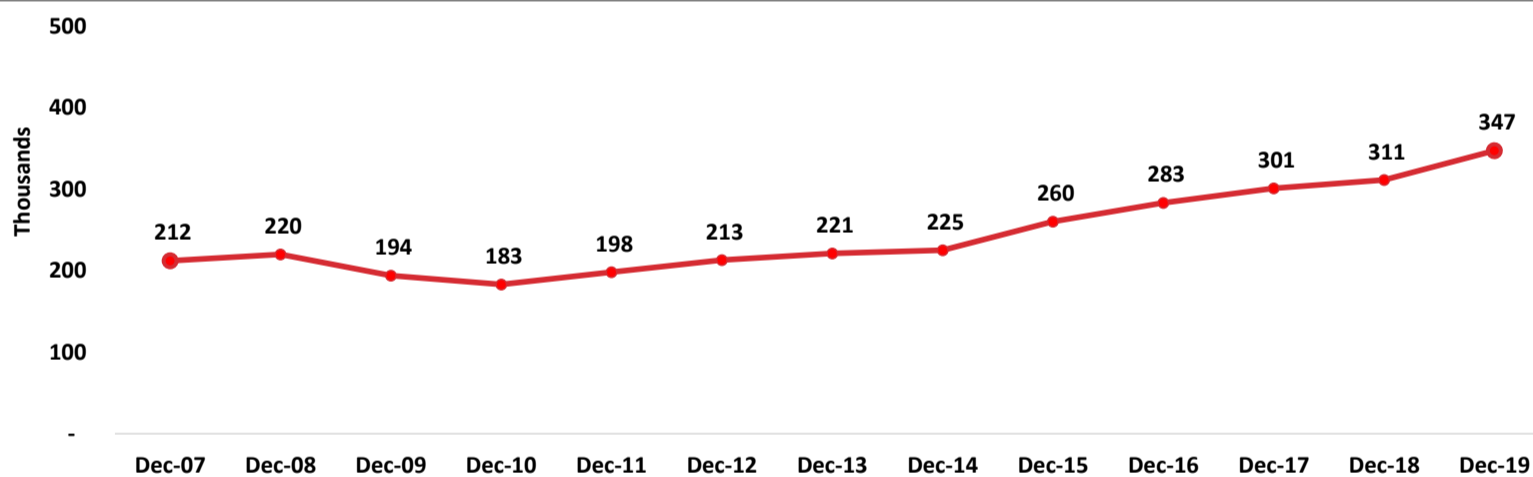


- 13 per cent of visitors to South Australia originate from Queensland.
- Queensland is our third largest provider of visitors to our state.
- The 13 per cent of visitor contribute 16 per cent of our interstate nights.

Domestic Nights Breakdown

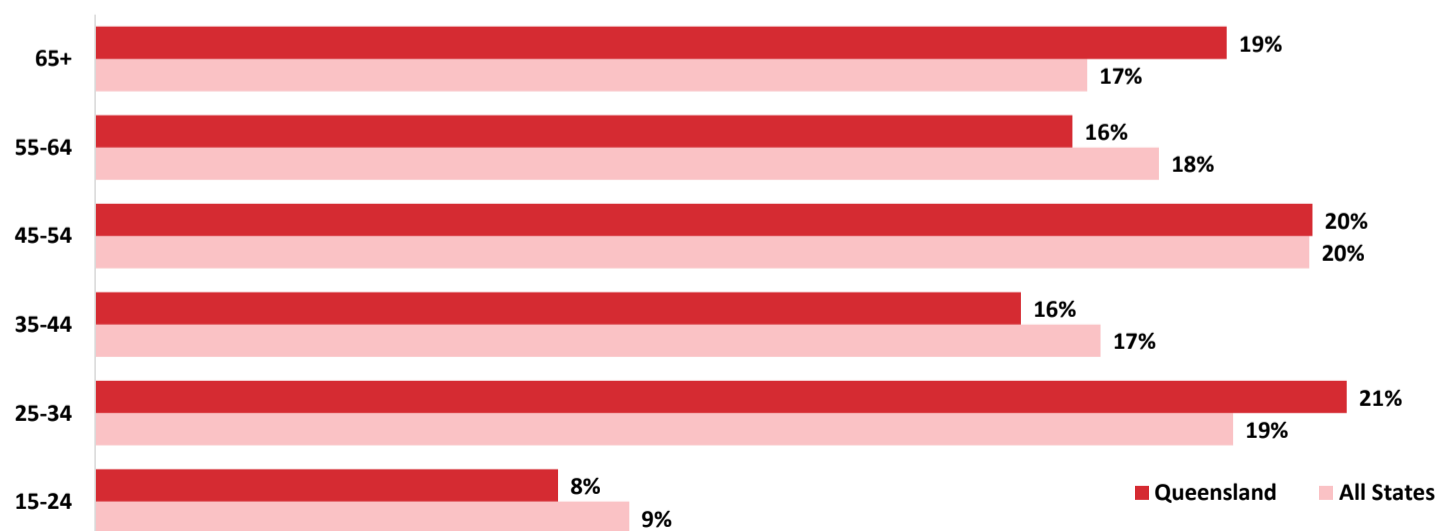


Visitor Time Series



- For the year end December 2007 South Australia received 212,000 visitors from Queensland, this dropped to 183,000 in December 2010 and rose to a high of 347,000 in December 2019.
- Currently for the year end December 2019 we set a record high 347,000 Queensland visitors to South Australia.

Visitor Age



- 21 per cent of visitors from Queensland to South Australia are in the 25-34 age group.
- This is higher than the total domestic average for this age group at 19 per cent.
- Queenslanders are above average for the 25-34 and the 65+ age groups, however they under achieve in the 55-64 age group.

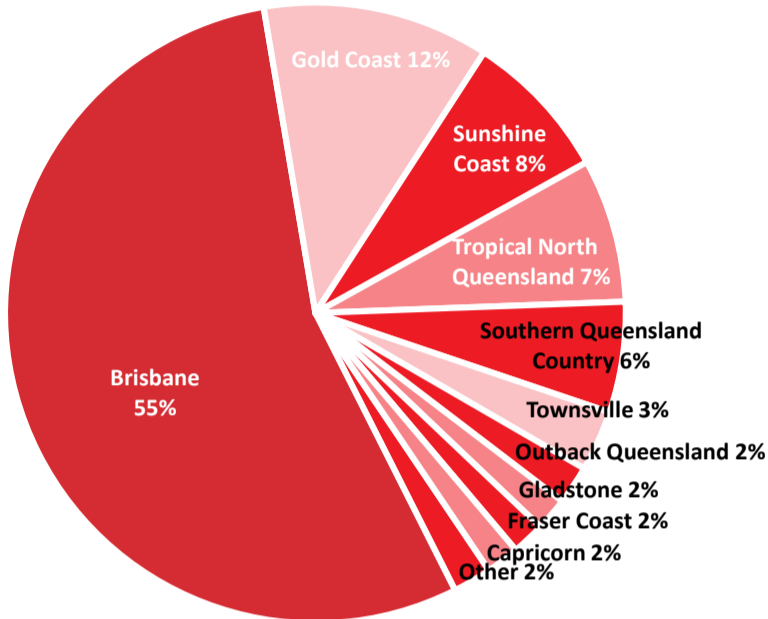
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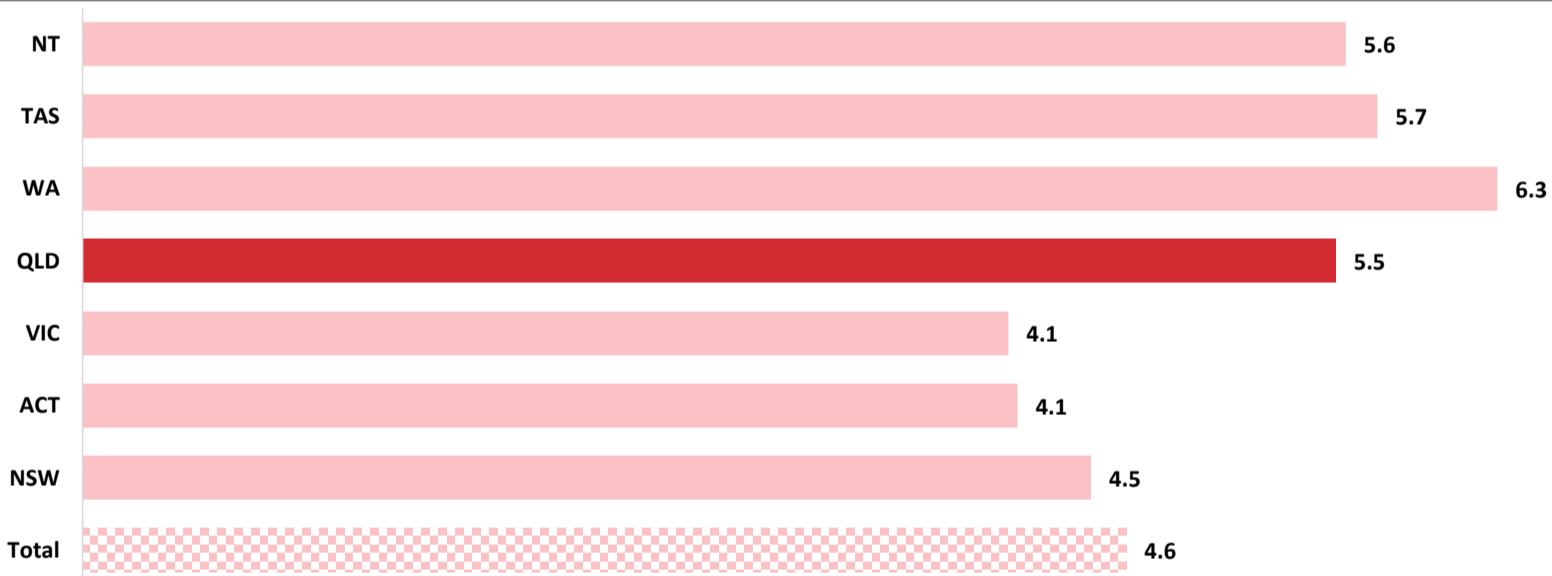
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Visitor Origin



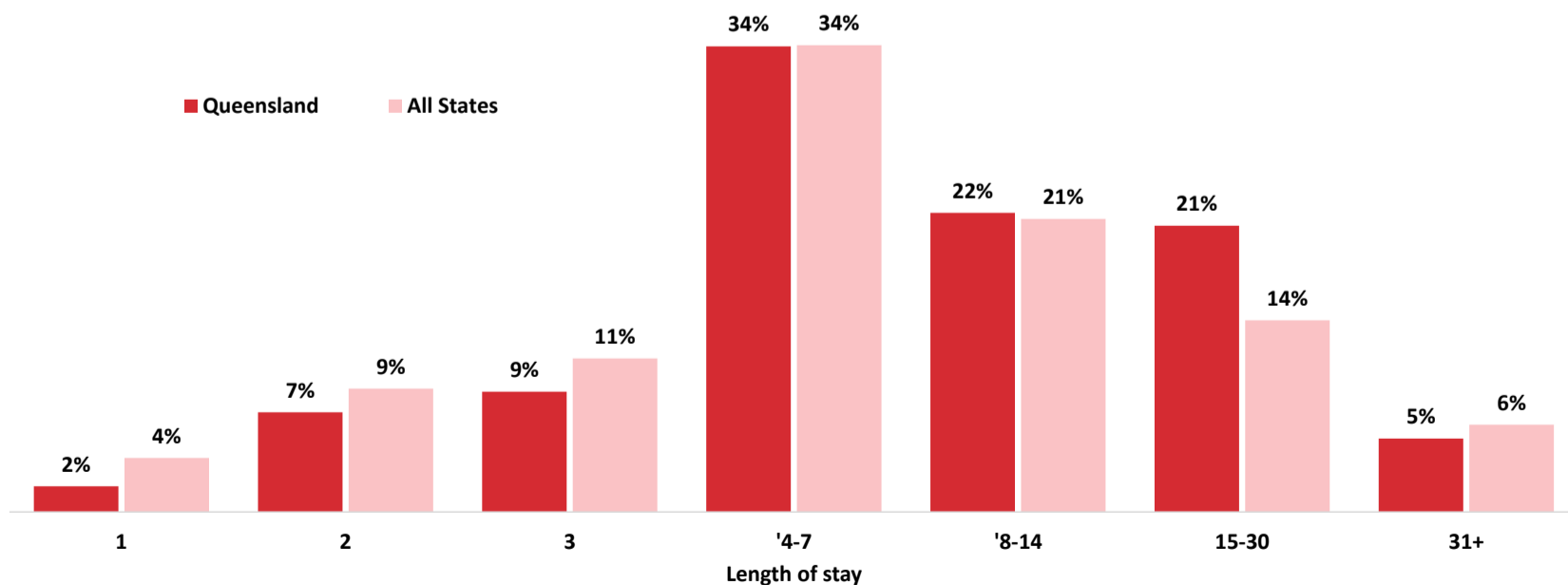
- 55 per cent of visitors to South Australia come from Brisbane.
- Regional Queensland contribute 45 per cent of visitors.
- This is led by the Gold Coast and Sunshine Coast where 12 per cent and 8 per cent of visitors originate.

Average Length of Stay



- Visitors from Queensland on average spend 5.5 nights in South Australia, above the total interstate average of 4.6 nights.
- 13 percent of domestic visitors to South Australia come from Queensland.

Visitor Length of Stay



- 34 per cent of Queensland visitors prefer to stay between 4-7 nights when in South Australia.
- 8-30 night stays over index when compared to the length of stay for all our interstate visitors.

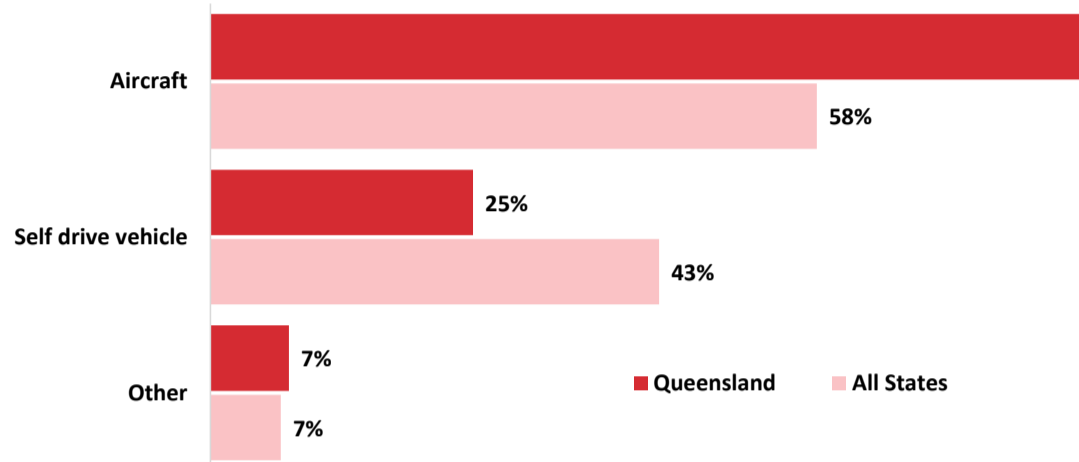
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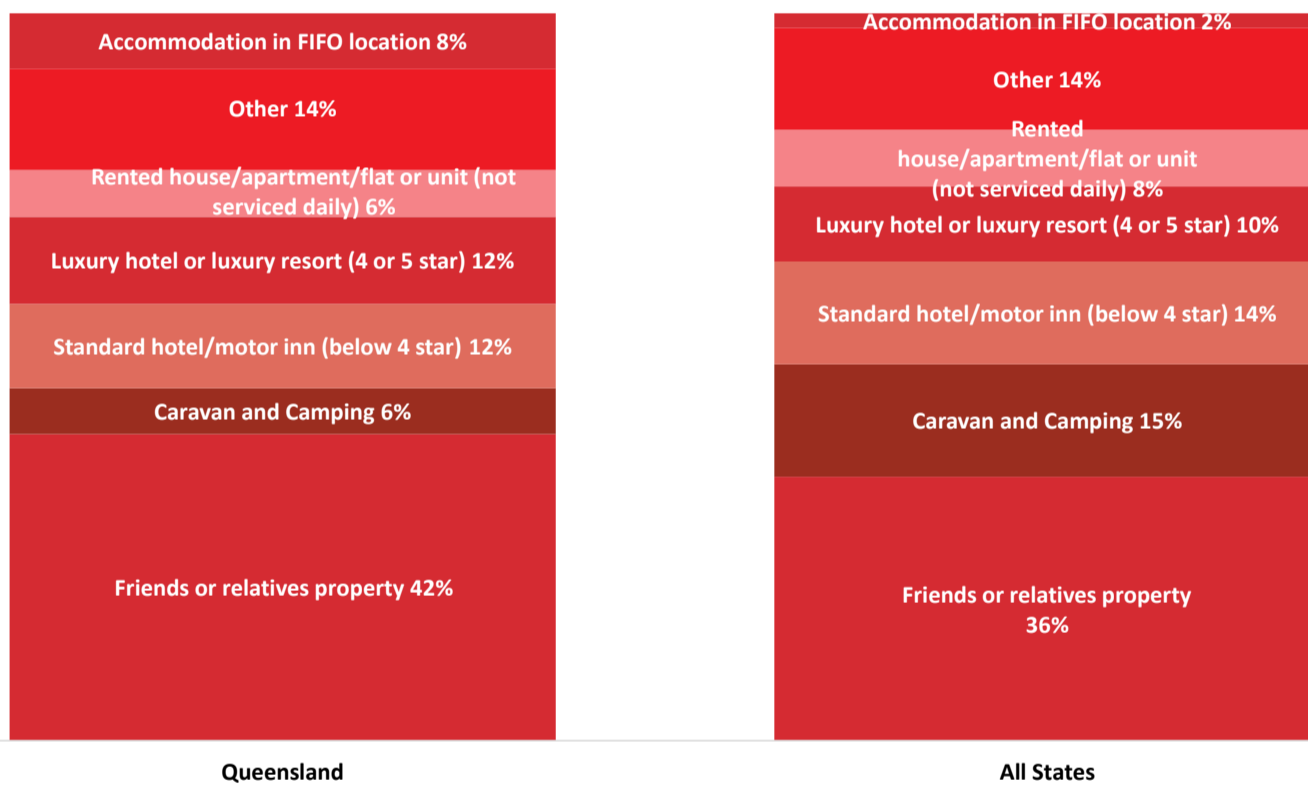
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Transport to South Australia



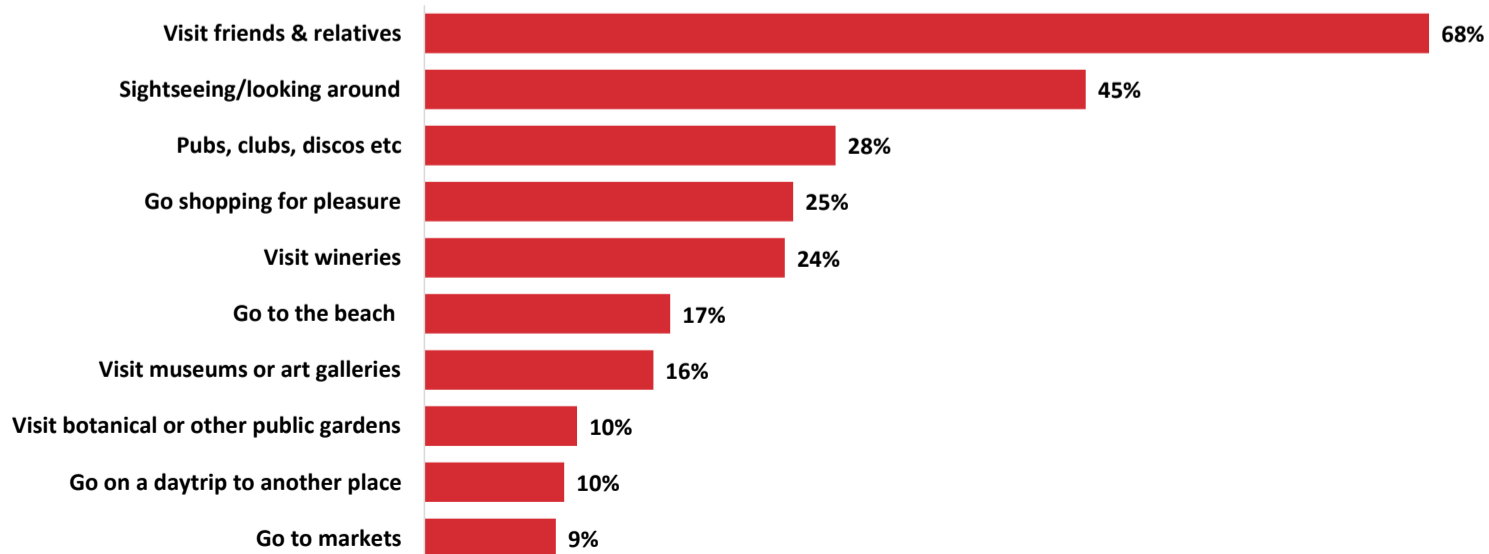
- 83 per cent of Queensland visitors travelled to South Australia by aircraft.
- 58 per cent of total interstate visitors travel to South Australia by aircraft.
- Due to distance self drive is well below the national average.

Visitor Accommodation



- 12 per cent of visitors from Queensland prefer Luxury Hotels/resorts compared to the overall interstate average of 10 per cent.
- 42 per cent of Queensland visitors stay with Friend or relatives, compared to Australian average of 36 per cent.

Visitor Activities



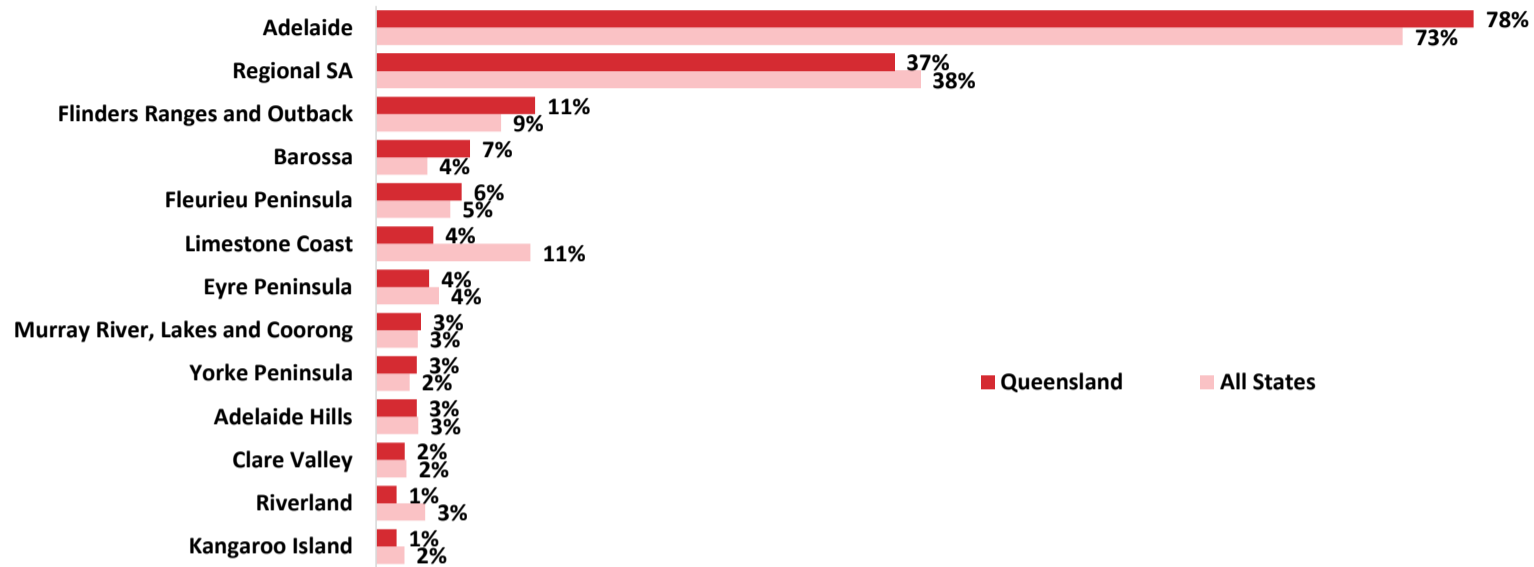
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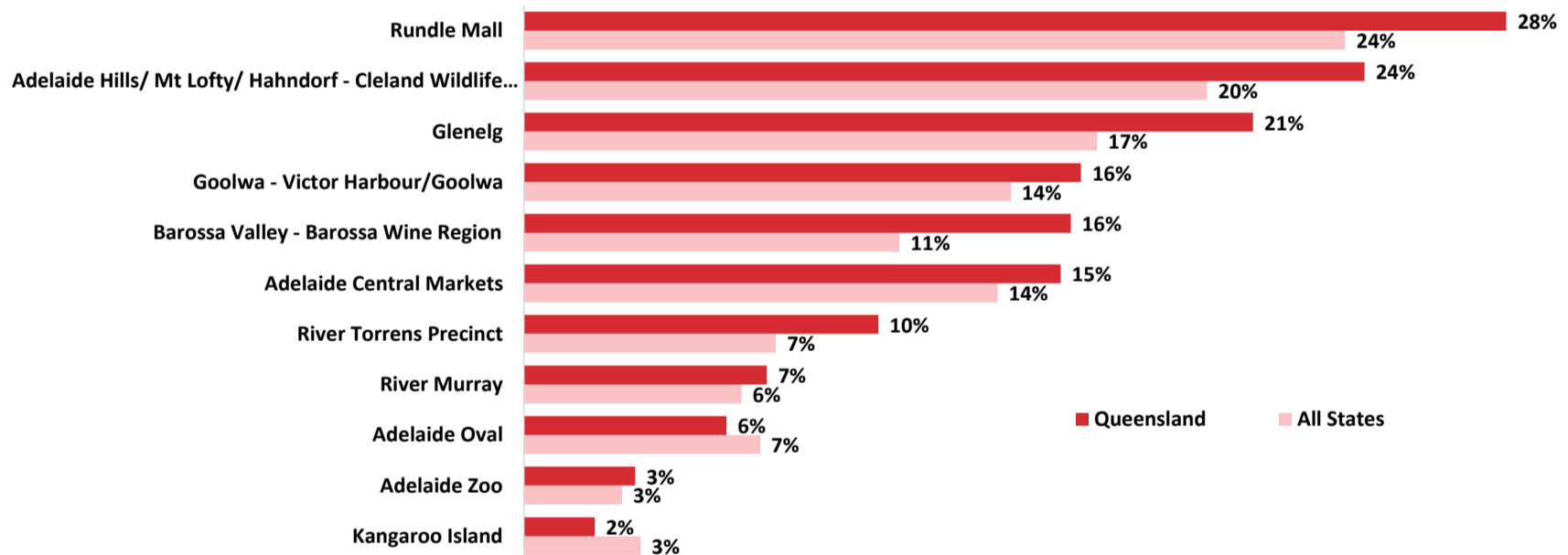
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Regions Visited



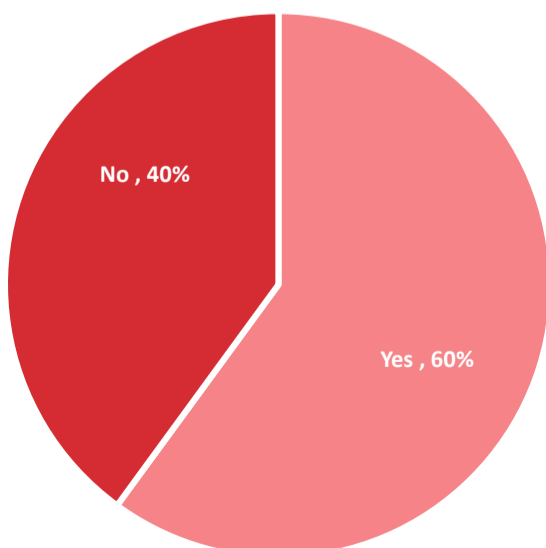
- 78 per cent of visitors from Queensland visit Adelaide and 37 per cent disperse into the regions.
- The most popular region is the Flinders Ranges and Outback, followed by the Barossa.
- The Barossa is over represented for Queenslanders compared to all interstate visitors.

Specific Places Visited



- The top places visited include Rundle Mall, Glenelg and The Adelaide Hills .
- 15 per cent of visitors from Queensland went to the Central Markets, above the average of 14 per cent.
- 16 per cent of visitors from Queensland went to the Barossa, above the all state average of 11 per cent.

Accommodation booked on Stayz, Airbnb, Couch Surfing



- At December 2019 60 per cent of visitors from QLD booked accommodation in an Airbnb, Couch surfing or Stayz style of accommodation.
- For the prior year end only 46 per cent of visitors stayed in a Airbnb or equivalent accommodation.
- The sharing economy is becoming an ever increasing accommodation option for visitors.

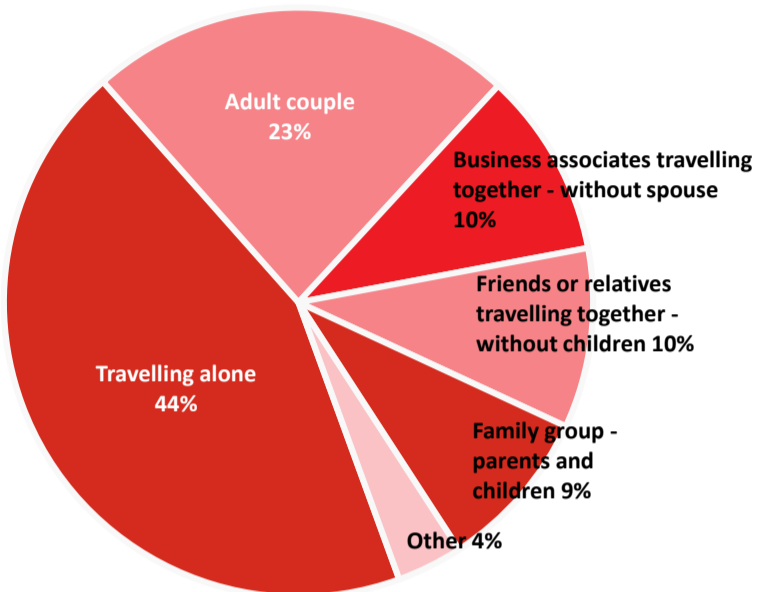
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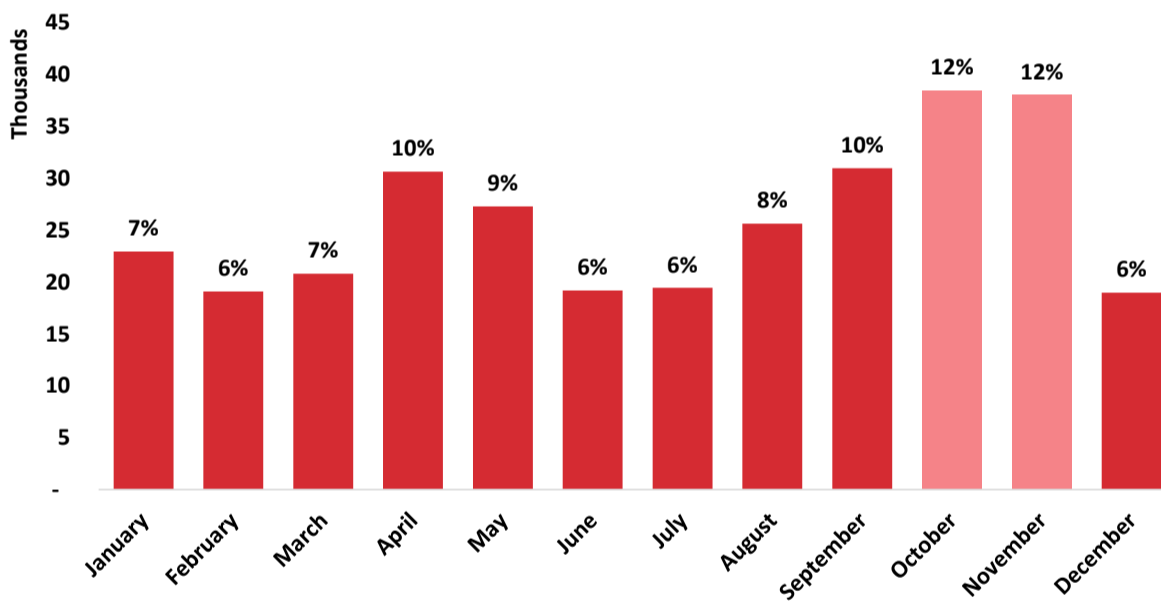
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Travel Party



- 67 per cent of visitors from Queensland either travelled alone or as a part of an adult couple.
- 90 per cent of visitors from Queensland travelled with out children.
- Only 10 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.

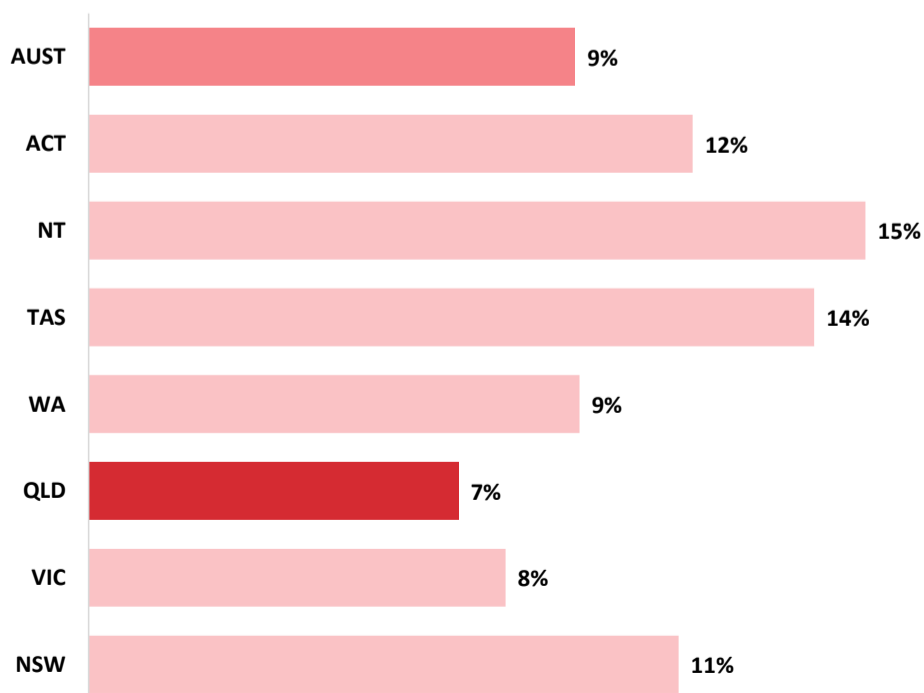
Month of Visit



- The most popular months for visitors from Queensland are October and November.
- September through to November over index for this market.
- This period is generally the conference season in Adelaide, with occupancy rates at there highest levels.

Festivals and Events

Attend Festival or Cultural Event



- 7 per cent of visitors from Queensland 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 Queensland have less of a propensity to travel for Festivals or Cultural events than New South Wales and Tasmania.

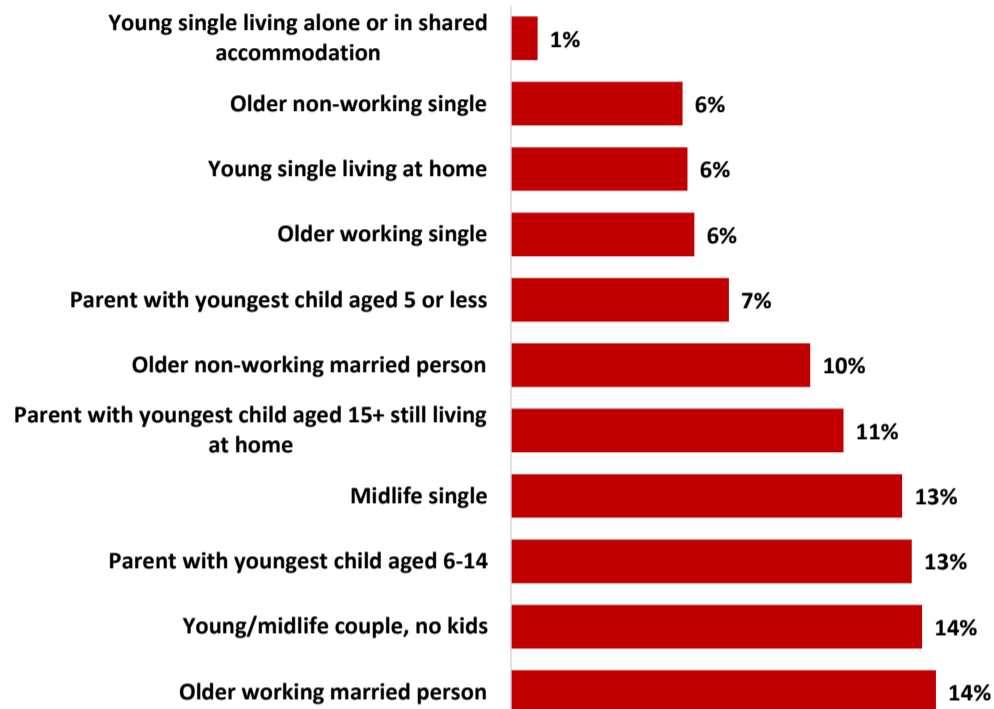
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Lifestyle Group



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