

# DOMESTIC VISITOR PROFILE

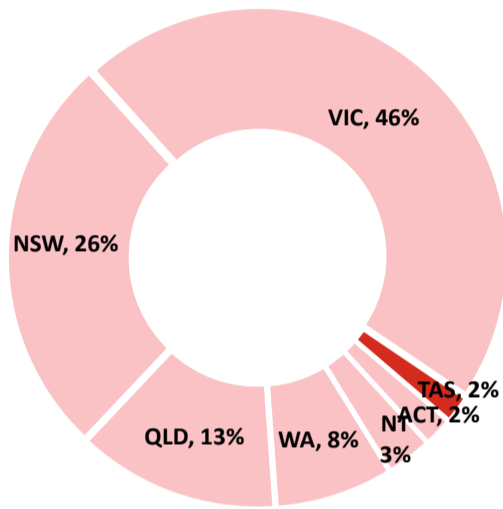
## VISITORS FROM TASMANIA



### Domestic Visitor Profile December 2017 - December 2019

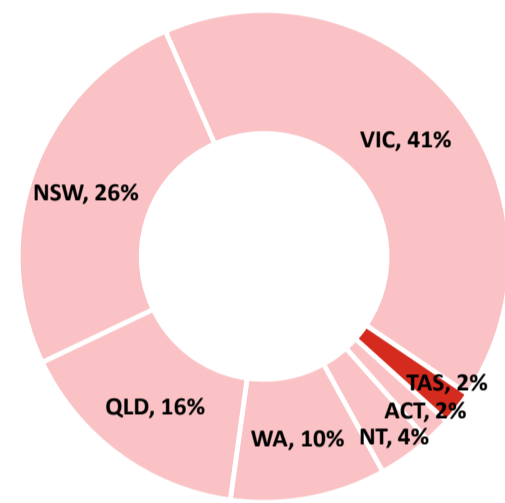
Origin	Holiday	VFR	Business	Other	Total
Visitors	17,000	18,000	11,000	4,000	48,000
Nights	113,000	109,000	45,000	9,000	275,000
Expenditure (s)	29,000,000	11,000,000	11,000,000	1,000,000	52,000,000
ALOS	6.6	6.1	4.1	2.3	5.7

Domestic Visitor Breakdown

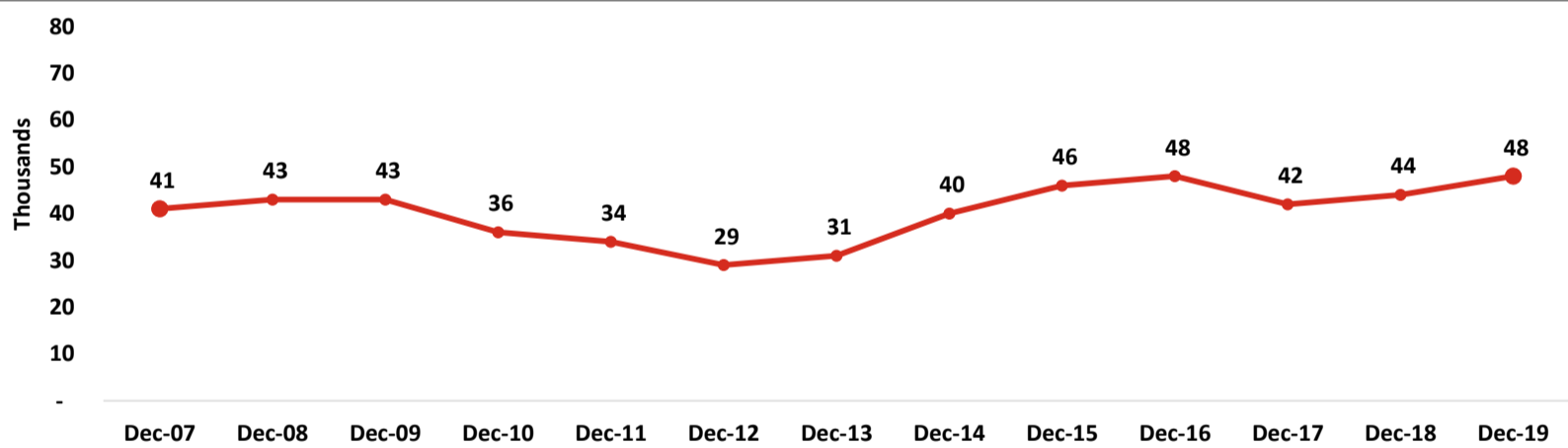


- 2 per cent of visitors to South Australia originate from Tasmania.
- Tasmania is our seventh largest provider of visitors to our state.
- The 2 per cent of visitor contribute 2 per cent of our interstate nights.

Domestic Nights Breakdown

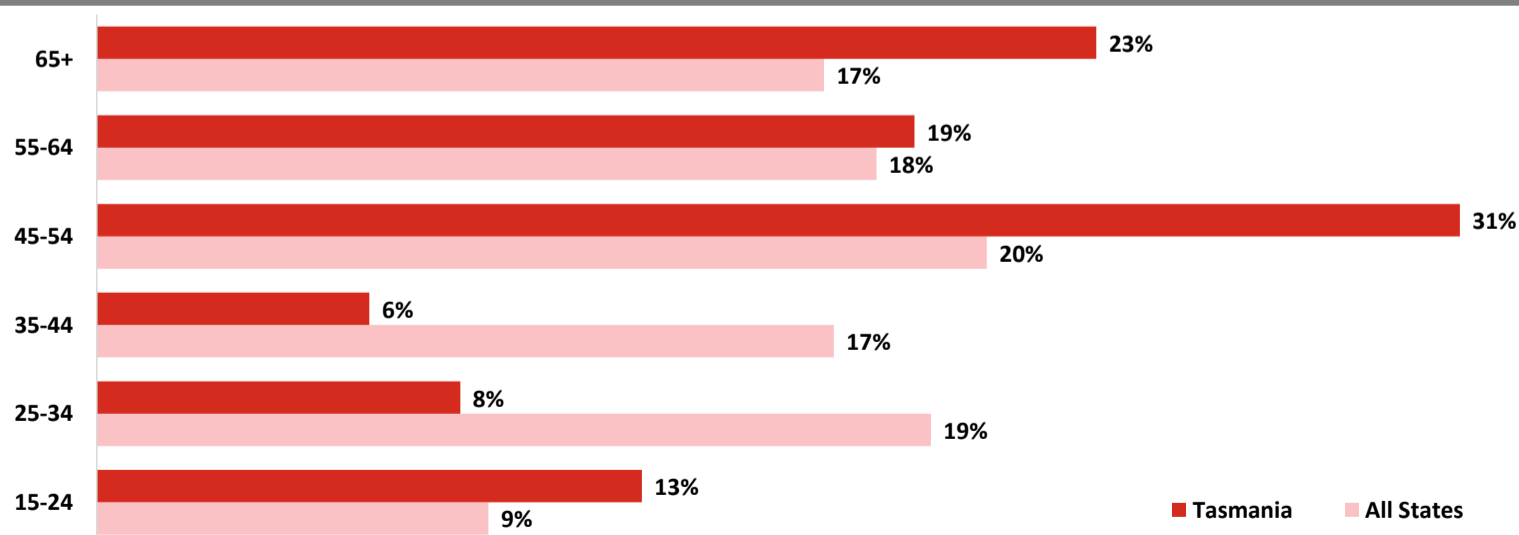


Visitor Time Series



- For the year end December 2007 South Australia received 41,000 visitors from Tasmania, this dropped to 29,000 in December 2012 and rose to a high of 48,500 in December 2019.
- Currently for the year end December 2019 we have 48,500 Tasmanian visitors to South Australia.

Visitor Age



- Tasmanian visitors to South Australia over index in the 45-54 and 65+ age groups.
- In the 25-44 age group Tasmanian visitation to South Australia fell below the national average.
- South Australia appeals to the older Tasmania visitor.

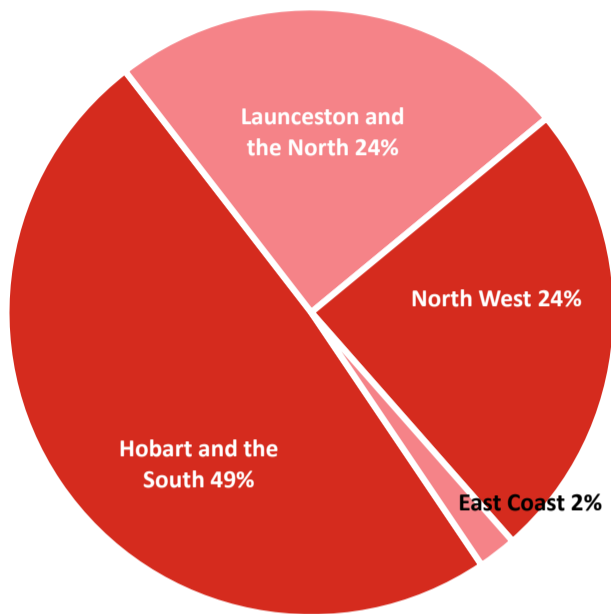
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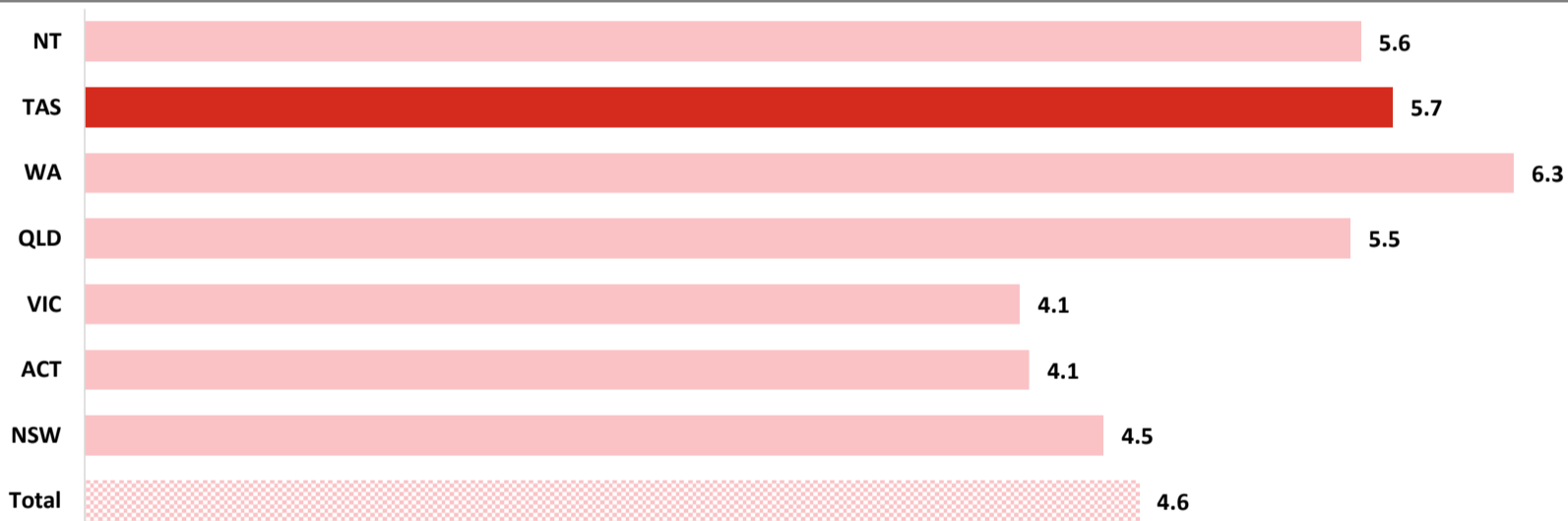
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### Visitor Origin



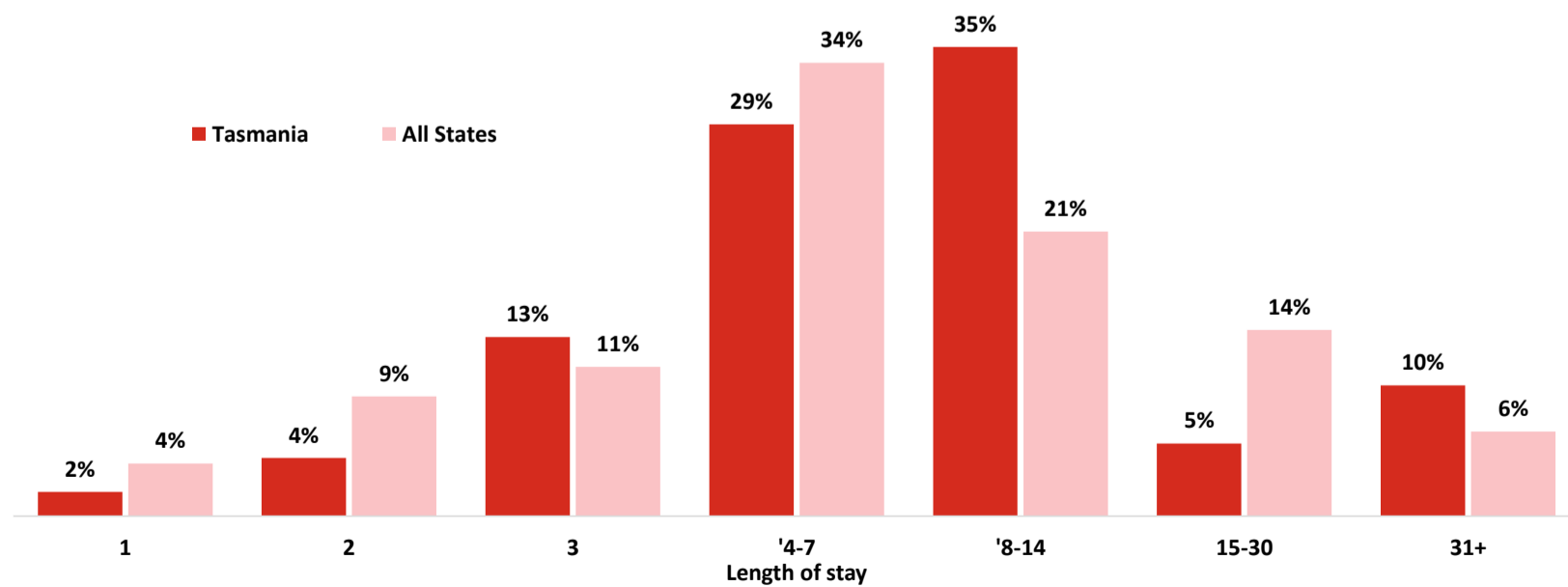
- 49 per cent of visitors to South Australia come from Hobart and the South and 24 per cent from the North West.
- Regional Tasmania contribute 51 per cent of visitors.
- Launceston provides 24 per cent of visitation to the state.

### Average Length of Stay



- Visitors from Tasmania on average spend 5.7 nights in South Australia, above the total interstate average of 4.6 nights.
- 2 percent of domestic visitors to South Australia come from Tasmania making it our smallest domestic market.

### Visitor Length of Stay



- 35 per cent of Tasmanian visitors prefer to stay 8-14 nights when in South Australia.
- 8-14 night stays over index at 36 per cent when compared to the length of stay for all our interstate visitors of 21 per cent.

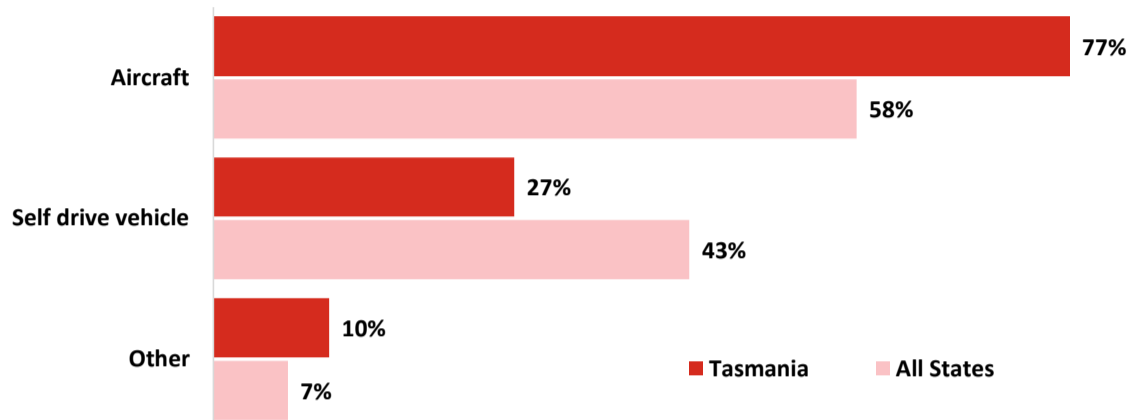
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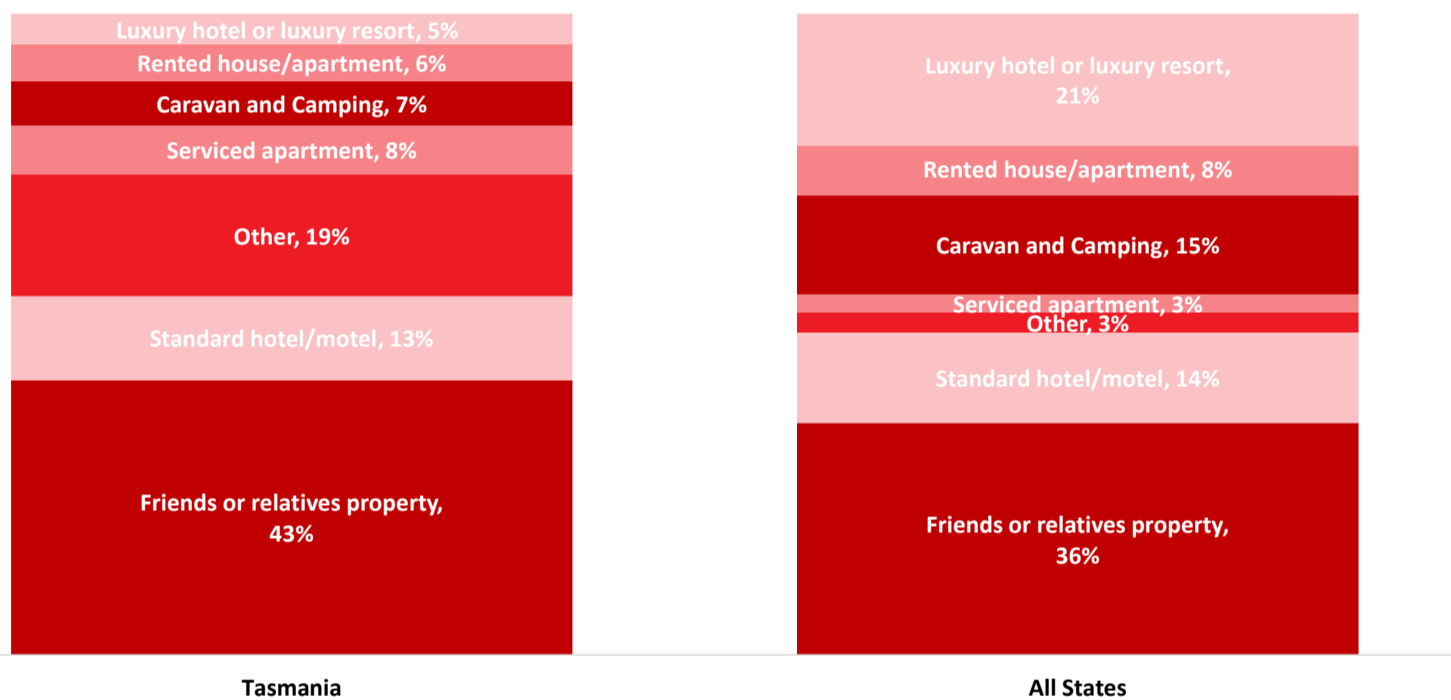
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### Transport to South Australia



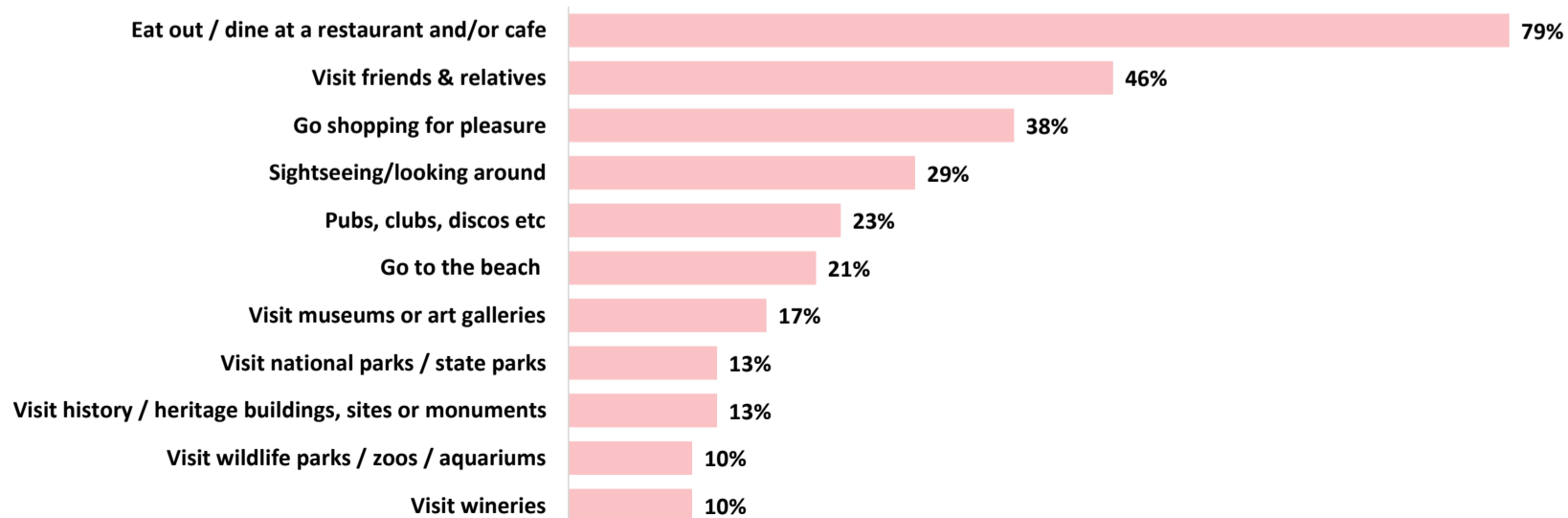
- 77 per cent of Tasmanians travelled to South Australia by aircraft.
- 58 per cent of total interstate visitors travel to South Australia by aircraft.
- Due to time, self drive is well below the national average.

### Visitor Accommodation



- 43 per cent of visitors from Tasmania prefer to stay with Friends and Relatives when is South Australia. This compares to the national average of 36 per cent.
- Luxury hotels and luxury resorts at 5 per cent under indexes compared to 21 per cent nationally.
- Caravan and Camping at 7 per cent, well below the national average at 15 per cent.

### Visitor Activities



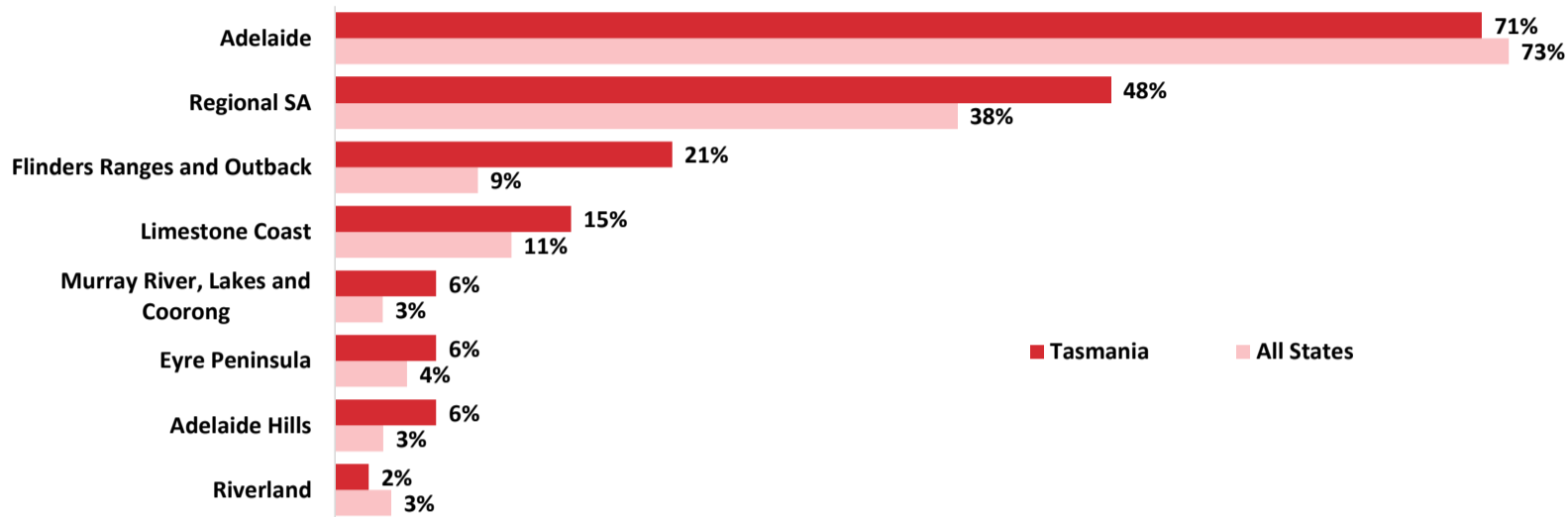
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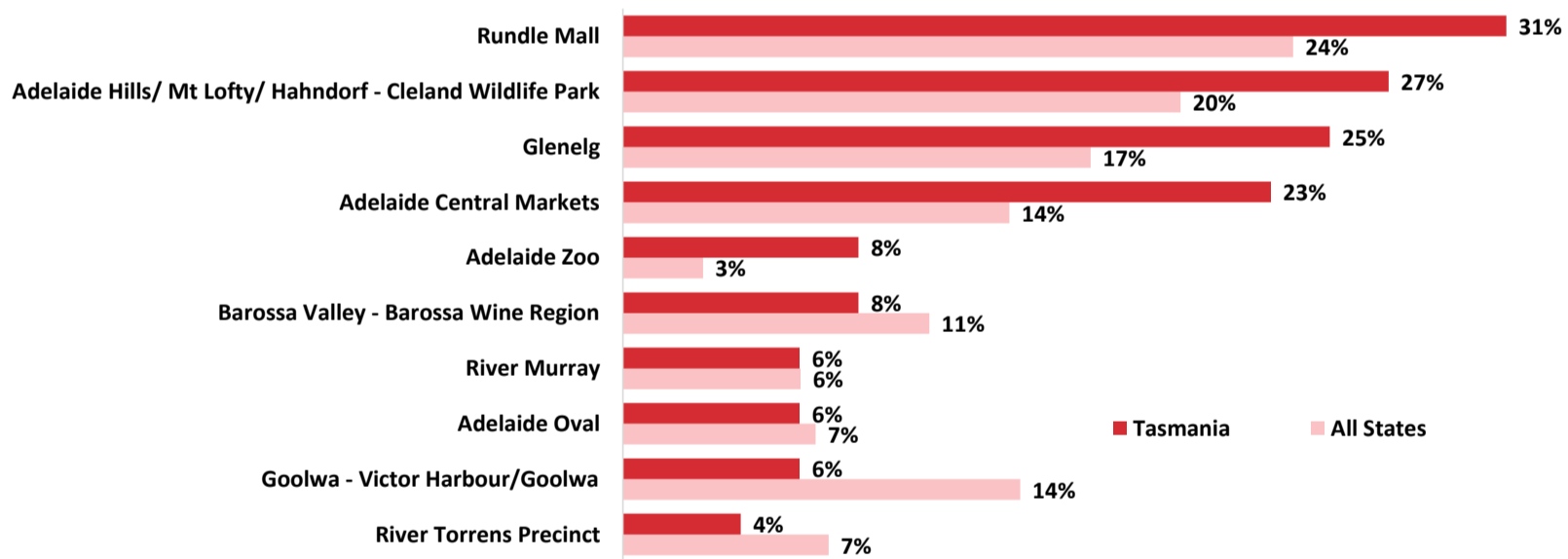
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### Regions Visited



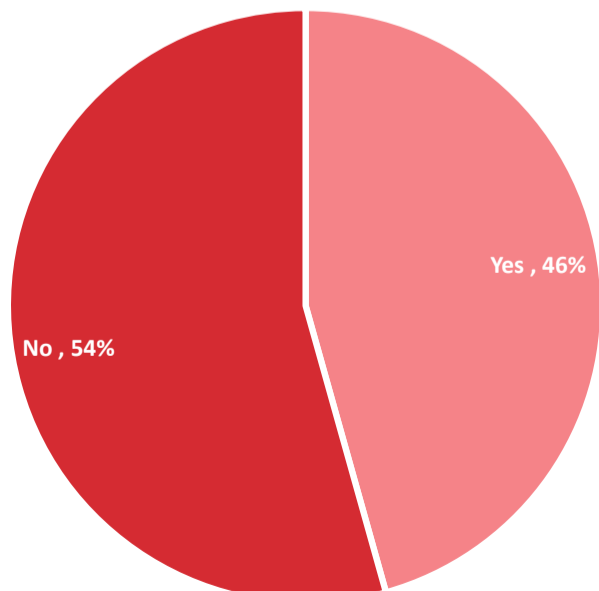
- 71 per cent of visitors from Tasmania visit Adelaide and 48 per cent disperse into the regions.
- The most popular region is the Flinders Ranges and Outback, followed by the Limestone Coast and the Murray River Lakes and Coorong, with all three regions over indexing compared to Australia.
- Tasmanians like to disperse into Regional South Australia.

### Specific Places Visited



- The top places visited include Rundle Mall, Adelaide Hills, Glenelg and the Central Markets.
- 31 per cent of visitors from Tasmania went to the Rundle Mall, above the all state average of 24 per cent.
- 6 per cent of visitors from Tasmania went to the Victor/Goolwa, below the average of 14 per cent.

### Accommodation booked on Stayz, Airbnb, Couch Surfing



- At December 2019 46 per cent of visitors from Tasmania booked accommodation in an Airbnb, Couch surfing or Stayz style of accommodation.
- For the prior year end only 50 per cent of visitors stayed in a Airbnb or equivalent accommodation.
- The sharing economy is becoming an ever increasing accommodation option for visitors.

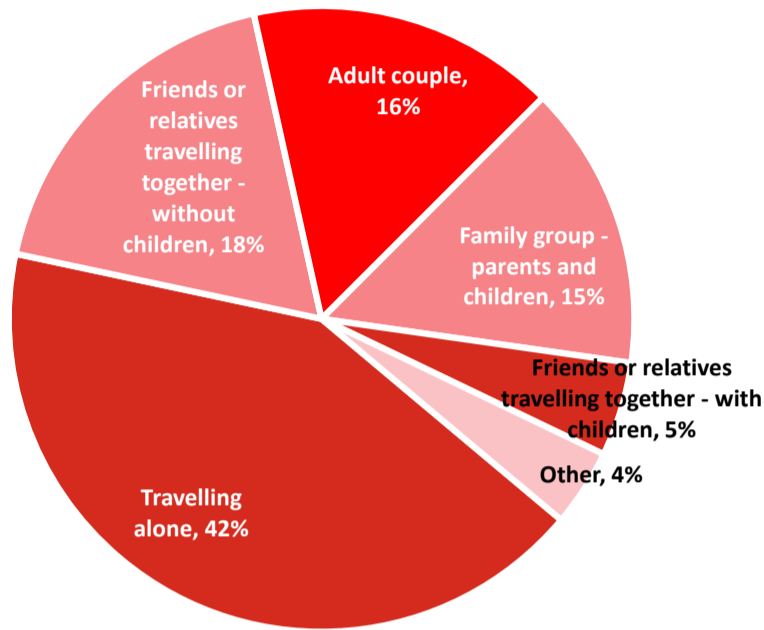
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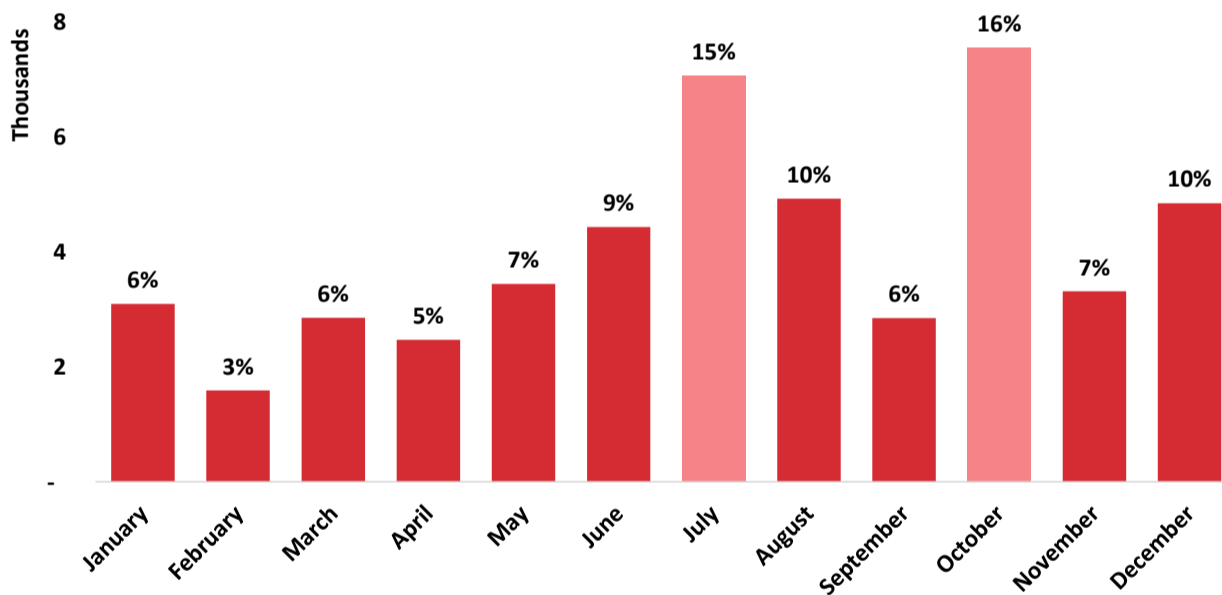
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### Travel Party



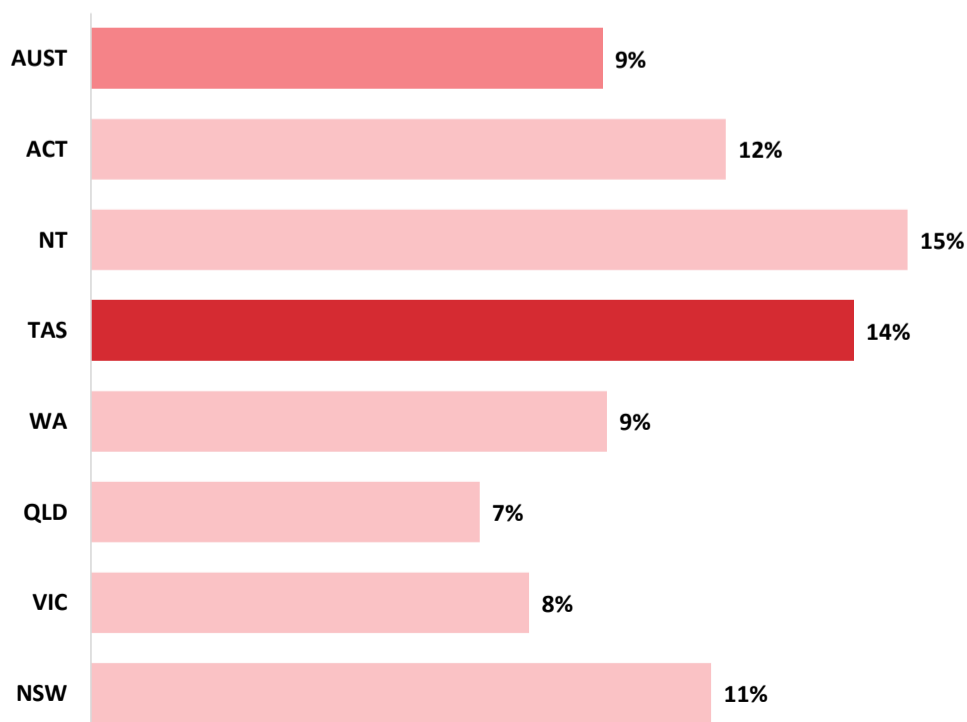
- 58 per cent of visitors from Tasmania either travelled alone or as a part of an adult couple.
- 80 per cent of visitors from Tasmania travelled with out children.
- Only 20 per cent had children travelling with them.
- Nationally 58 per cent travel alone or part of an adult couple, 81 per cent travelled with out children.
- Only 19 per cent travel with kids.

### Month of Visit



- The most popular months for visitors from Tasmania are July and October.
- February to April under index for this market.
- Visitation higher over the Winter months.

### Festivals and Events



- 14 per cent of visitors from Tasmania 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 Tasmania have a greater propensity to travel for Festivals or Cultural events than all other States.

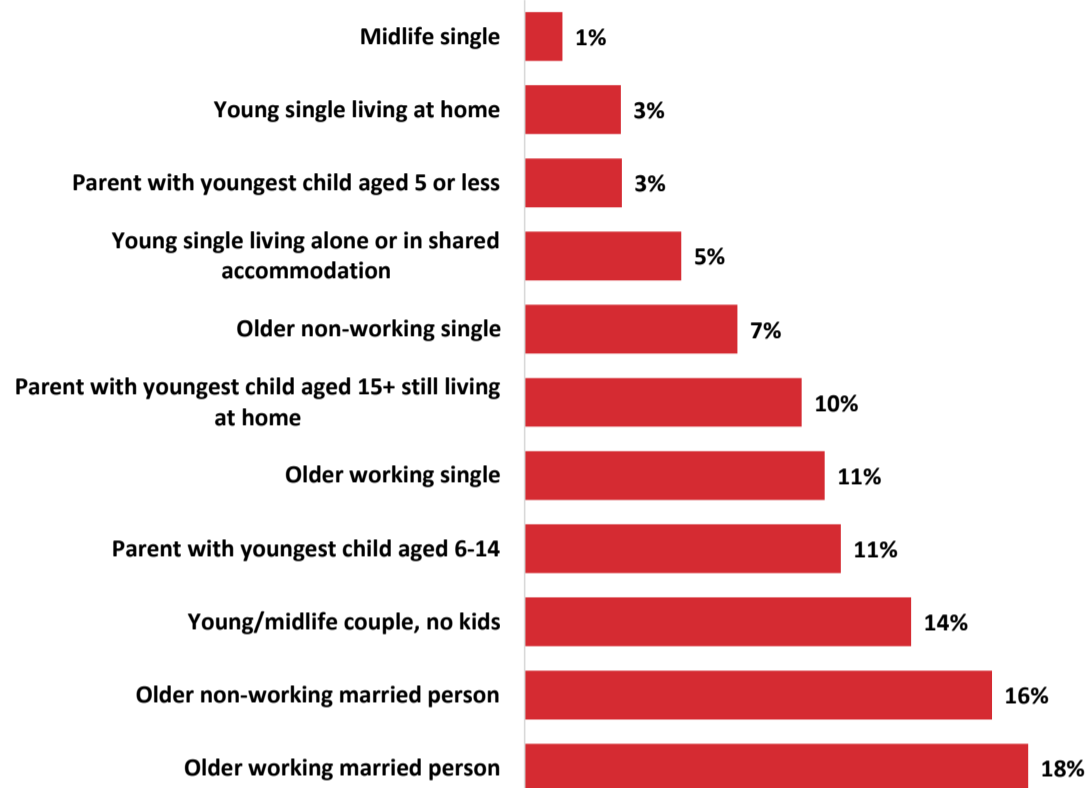
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### Lifestyle Group



- 34 per cent of visitors from Western Australia come from the married older working or older non working stage in life.
- 11 per cent of visitors are parents travelling with children between the ages of 6 and 14.
- Another 14 per cent are young/midlife 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.