

DOMESTIC PERFORMANCE

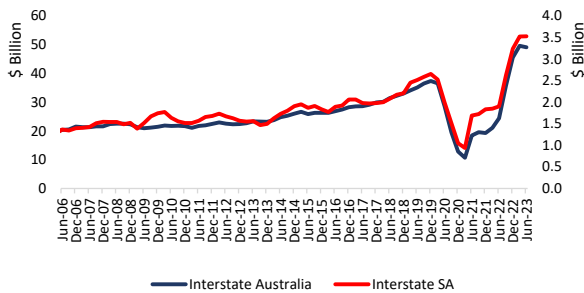
Razorback Lookout, Flinders Ranges & Outback



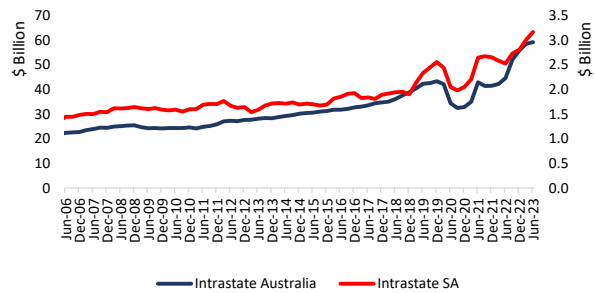
National Visitor Survey South Australia All Purpose June 2023
Released: 27th September 2023, Next release 20th December 2023

Expenditure (\$m)	Australia			South Australia			
	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share
Interstate (\$m)	\$ 49,618	\$ 49,119	↓ -1%	\$ 3,522	\$ 3,528	→ 0%	7.2%
Intrastate (\$m)	\$ 58,486	\$ 59,176	↑ 1%	\$ 3,007	\$ 3,165	↑ 5%	5.3%
Day Trips (\$m)	\$ 31,753	\$ 32,689	↑ 3%	\$ 2,022	\$ 2,243	↑ 11%	6.9%
Total Domestic	\$ 139,856	\$ 140,984	→ 1%	\$ 8,551	\$ 8,937	↑ 5%	6.3%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Overnight Trips (000s)											
	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share
NSW	36,052	36,183	→ 0%	32%	11,057	10,989	→ -1%	32%	24,995	25,195	→ 1%	32%
VIC	27,545	27,820	↑ 1%	25%	7,616	7,938	↑ 4%	23%	19,929	19,882	→ 0%	25%
QLD	25,964	25,268	↓ -3%	23%	8,099	7,854	↓ -3%	23%	17,865	17,415	↓ -3%	22%
SA	7,481	7,425	→ -1%	7%	2,786	2,817	↑ 1%	8%	4,695	4,608	↓ -2%	6%
WA	11,139	11,183	→ 0%	10%	1,662	1,656	→ 0%	5%	9,477	9,528	→ 1%	12%
TAS	2,995	2,853	↓ -5%	3%	1,510	1,415	↓ -6%	4%	1,484	1,438	↓ -3%	2%
NT	1,581	1,495	↓ -5%	1%	939	826	↓ -12%	2%	642	669	↑ 4%	1%
ACT	3,188	3,107	↓ -3%	3%	3,159	3,097	↓ -2%	9%	np	np	np	np
TOTAL	111,918	111,393	→ 0%	100%	35,019	34,875	→ 0%	100%	79,115	78,744	→ 0%	100%

State	Nights (000s)											
	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share
NSW	114,512	114,881	→ 0%	28%	43,387	44,074	↑ 2%	25%	71,125	70,807	→ 0%	31%
VIC	81,969	81,854	→ 0%	20%	32,852	33,030	→ 1%	19%	49,117	48,824	→ -1%	21%
QLD	104,990	101,441	↓ -3%	25%	47,845	46,150	↓ -4%	27%	57,145	55,291	↓ -3%	24%
SA	26,561	26,307	→ -1%	7%	12,944	13,035	→ 1%	8%	13,617	13,273	↓ -3%	6%
WA	50,437	50,922	→ 1%	13%	13,745	13,379	↓ -3%	8%	36,692	37,543	↑ 2%	16%
TAS	12,936	12,328	↓ -5%	3%	9,394	8,796	↓ -6%	5%	3,542	3,531	→ 0%	2%
NT	9,381	8,416	↓ -10%	2%	7,442	6,389	↓ -14%	4%	1,939	2,027	↑ 5%	1%
ACT	8,571	8,495	→ -1%	2%	8,522	8,484	→ 0%	5%	np	np	np	np
TOTAL	409,364	404,663	↓ -1%	100%	176,138	173,358	↓ -2%	100%	233,226	231,306	→ -1%	100%

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National Visitor Survey South Australia All Purpose June 2023

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Expenditure (\$m)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share
NSW	29,847	30,215	↑ 1%	28%	11,264	11,383	↑ 1%	23%	18,584	18,832	↑ 1%	32%
VIC	22,252	22,487	↑ 1%	21%	10,000	10,294	↑ 3%	21%	12,252	12,193	⇒ 0%	21%
QLD	29,318	28,836	↓ -2%	27%	14,364	13,809	↓ -4%	28%	14,954	15,027	⇒ 0%	25%
SA	6,529	6,694	↑ 3%	6%	3,522	3,528	⇒ 0%	7%	3,007	3,165	↑ 5%	5%
WA	11,131	11,462	↑ 3%	11%	3,346	3,424	↑ 2%	7%	7,785	8,038	↑ 3%	14%
TAS	3,789	3,510	↓ -7%	3%	2,761	2,531	↓ -8%	5%	1,028	980	↓ -5%	2%
NT	2,810	2,684	↓ -4%	2%	2,136	1,957	↓ -8%	4%	674	727	↑ 8%	1%
ACT	2,424	2,403	⇒ -1%	2%	2,223	2,188	↓ -2%	4%	np	np	np	np
TOTAL	108,104	108,295	⇒ 0%	100%	49,618	49,119	↓ -1%	100%	58,486	59,176	↑ 1%	100%

Day Trips

State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share
NSW	64,008	66,520	↑ 4%	30%	9,368	9,706	↑ 4%	30%
VIC	59,639	60,550	↑ 2%	28%	8,590	8,789	↑ 2%	27%
QLD	45,754	45,787	⇒ 0%	21%	7,112	7,112	⇒ 0%	22%
SA	14,762	15,220	↑ 3%	7%	2,022	2,243	↑ 11%	7%
WA	21,967	21,969	⇒ 0%	10%	3,106	3,255	↑ 5%	10%
TAS	5,957	5,733	↓ -4%	3%	747	720	↓ -4%	2%
NT	1,398	1,442	↑ 3%	1%	214	250	↑ 17%	1%
ACT	2,255	2,208	↓ -2%	1%	593	612	↑ 3%	2%
TOTAL	215,762	219,451	↑ 2%	100%	31,753	32,689	↑ 3%	100%

Purpose of Visit within Australia

Stop over reason	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Year Ending Mar-23	Year Ending Jun-23	Change (%)
Holiday	48,955	48,022	↓ -2%	188,066	183,057	↓ -3%	56,055	54,622	↓ -3%
VFR	36,644	36,757	⇒ 0%	120,105	118,836	↓ -1%	18,601	18,249	↓ -2%
Business	22,554	22,686	⇒ 1%	81,228	82,066	↑ 1%	18,829	20,619	↑ 10%
Other	6,287	6,321	⇒ 1%	19,966	20,705	↑ 4%	14,618	14,806	↑ 1%

Purpose of Visit to South Australia

Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share
Holiday	3,216	3,149	↓ -2%	7%	12,076	11,783	↓ -2%	6%	3,206	3,151	↓ -2%	6%
VFR	2,240	2,228	⇒ -1%	6%	7,533	7,457	↓ -1%	6%	1,142	1,120	↓ -2%	6%
Business	1,608	1,631	↑ 1%	7%	5,362	5,663	↑ 6%	7%	1,208	1,362	↑ 13%	7%
Other	526	529	⇒ 0%	8%	1,590	1,404	↓ -12%	7%	973	1,060	↑ 9%	7%

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