

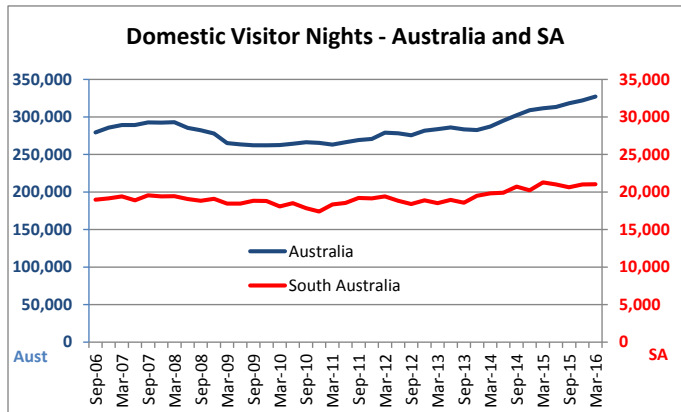
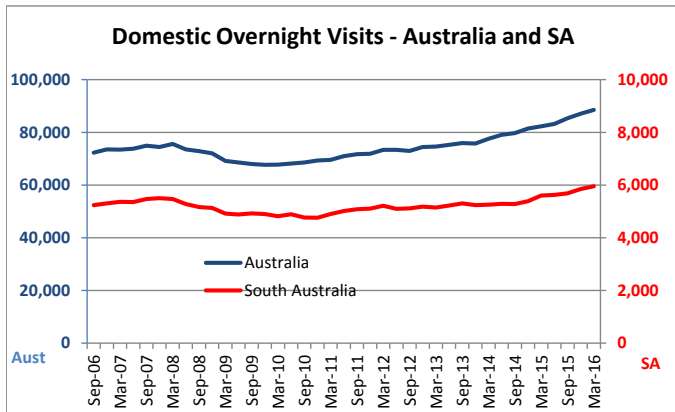


South Australian Tourism Commission

National Visitor Survey South Australia All Purpose March 2016

Please Note: Results are under embargo until 10am Wed 15th June 2016.

	Australia			South Australia			
	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share
Overnight Trips (000's)	82,306	88,524	↑ 7.6%	5,600	5,954	↑ 6.3%	6.7%
Visitor Nights (000's)	311,682	327,144	↑ 5.0%	21,280	21,036	↓ -1.1%	6.4%
Day Trips (000's)	168,233	183,223	↑ 8.9%	11,544	12,415	↑ 7.5%	6.8%
Domestic Exp. (\$m)	74,110	77,588	↑ 4.7%	4,666	4,774	↑ 2.3%	6.2%



State	Total Domestic				Interstate				Intrastate			
	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share
NSW	27,097	28,600	↑ 5.5%	32%	8,709	9,810	↑ 12.6%	34.2%	18,388	18,789	↑ 2.2%	30.6%
VIC	20,458	21,826	↑ 6.7%	25%	6,804	6,796	→ -0.1%	23.7%	13,654	15,030	↑ 10.1%	24.5%
QLD	18,622	20,270	↑ 8.8%	23%	5,439	5,938	↑ 9.2%	20.7%	13,184	14,331	↑ 8.7%	23.3%
SA	5,600	5,954	↑ 6.3%	6.7%	2,042	2,151	↑ 5.3%	7.5%	3,558	3,803	↑ 6.9%	6.2%
WA	7,897	8,899	↑ 12.7%	10%	1,238	1,413	↑ 14.1%	4.9%	6,659	7,485	↑ 12.4%	12.2%
TAS	2,439	2,511	↑ 3.0%	3%	1,104	1,174	↑ 6.3%	4.1%	1,332	1,337	→ 0.4%	2.2%
NT	1,050	1,435	↑ 36.7%	2%	628	819	↑ 30.4%	2.9%	422	616	↑ 46.0%	1.0%
ACT	2,037	2,302	↑ 13.0%	3%	2,013	2,298	↑ 14.2%	8.0%	np	np	np	np
TOTAL	82,306	88,524	↑ 7.6%	100%	26,593	28,721	↑ 8.0%	100%	55,713	61,397	↑ 10.2%	100%

State	Total Domestic				Interstate				Intrastate			
	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share
NSW	88,142	92,135	↑ 4.5%	28.2%	33,971	37,627	↑ 10.8%	26.6%	54,172	54,508	→ 0.6%	29.4%
VIC	62,714	64,365	↑ 2.6%	19.7%	28,357	26,564	↓ -6.3%	18.8%	34,356	37,800	↑ 10.0%	20.4%
QLD	79,172	80,641	↑ 1.9%	24.7%	33,089	34,721	↑ 4.9%	24.6%	46,083	45,920	→ -0.4%	24.7%
SA	21,280	21,036	↓ -1.1%	6.4%	9,939	9,774	↓ -1.7%	6.9%	11,342	11,262	→ -0.7%	6.1%
WA	37,027	43,107	↑ 16.4%	13.2%	11,087	12,467	↑ 12.4%	8.8%	25,940	30,640	↑ 18.1%	16.5%
TAS	10,276	10,444	↑ 1.6%	3.2%	7,129	6,943	↓ -2.6%	4.9%	3,148	3,501	↑ 11.2%	1.9%
NT	6,614	9,217	↑ 39.4%	2.8%	5,272	7,138	↑ 35.4%	5.0%	1,341	2,080	↑ 55.1%	1.1%
ACT	6,455	6,199	↓ -4.0%	1.9%	6,419	6,195	↓ -3.5%	4.4%	np	np	np	np
TOTAL	311,682	327,144	↑ 5.0%	100%	135,263	141,429	↑ 4.6%	100%	176,419	185,714	↑ 5.3%	100%

State	Total Domestic				Overnight				Day Trip			
	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share
NSW	21,591	22,521	↑ 4.3%	29.0%	15,733	16,383	↑ 4.1%	28.1%	5,858	6,138	↑ 4.8%	31.8%
VIC	16,370	16,450	→ 0.5%	21.2%	11,652	11,891	↑ 2.0%	20.4%	4,718	4,559	↓ -3.4%	23.6%
QLD	17,550	18,969	↑ 8.1%	24.4%	13,828	14,584	↑ 5.5%	25.0%	3,722	4,385	↑ 17.8%	22.7%
SA	4,666	4,774	↑ 2.3%	6.2%	3,467	3,501	↑ 1.0%	6.0%	1,198	1,273	↑ 6.2%	6.6%
WA	8,293	8,855	↑ 6.8%	11.4%	6,329	7,000	↑ 10.6%	12.0%	1,964	1,855	↓ -5.5%	9.6%
TAS	2,590	2,502	↓ -3.4%	3.2%	2,052	1,955	↓ -4.8%	3.4%	538	547	↑ 1.7%	2.8%
NT	1,626	1,831	↑ 12.6%	2.4%	1,456	1,662	↑ 14.2%	2.9%	170	169	→ -0.5%	0.9%
ACT	1,424	1,686	↑ 18.4%	2.2%	1,145	1,307	↑ 14.2%	2.2%	279	379	↑ 35.7%	2.0%
TOTAL	74,110	77,588	↑ 4.7%	100%	55,662	58,282	↑ 4.7%	100%	18,448	19,306	↑ 4.6%	100%



South Australian Tourism Commission

National Visitor Survey South Australia All Purpose March 2016

Purpose of Visit within Australia

Main Purpose	Overnight Trips (000's)				Nights (000's)				Domestic Overnight Expenditure (\$m)			
	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Composition	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Composition	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Composition
Holiday	33,048	36,073	↑ 9.2%	40.7%	130,008	138,688	↑ 6.7%	42.4%	23,324	24,342	↑ 4.4%	52.3%
VFR	29,464	30,603	↑ 3.9%	34.6%	99,137	99,543	↔ 0.4%	30.4%	9,484	9,235	↓ -2.6%	19.8%
Business	16,639	18,497	↑ 11.2%	20.9%	62,797	68,243	↑ 8.7%	20.9%	9,231	10,665	↑ 15.5%	22.9%
Other	4,929	5,332	↑ 8.2%	6.0%	19,740	20,670	↑ 4.7%	6.3%	2,237	2,333	↑ 4.3%	5.0%

Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000's)				Nights (000's)				Domestic Overnight Expenditure (\$m)			
	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Composition	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Composition	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Composition
Holiday	2,378	2,434	↑ 2.4%	40.9%	9,143	8,814	↓ -3.6%	41.9%	1,310	1,248	↓ -4.7%	45.6%
VFR	1,853	1,910	↑ 3.1%	32.1%	6,416	6,570	↑ 2.4%	31.2%	599	585	↓ -2.3%	21.4%
Business	1,061	1,264	↑ 19.1%	21.2%	4,043	4,135	↑ 2.3%	19.7%	651	713	↑ 9.5%	26.1%
Other	395	438	↑ 10.9%	7.4%	1,678	1,517	↓ -9.6%	7.2%	169	190	↑ 12.7%	7.0%

Origin to South Australia (000's)

Origin	Overnight Trips				Nights			
	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Composition	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Composition
Interstate	2,042	2,151	↑ 5.3%	36.1%	9,939	9,774	↓ -1.7%	46.5%
Intrastate	3,558	3,803	↑ 6.9%	63.9%	11,342	11,262	↔ -0.7%	53.5%
TOTAL	5,600	5,954	↑ 6.3%	100%	21,280	21,036	↓ -1.1%	100.0%

Visits to Regions (000's)

Region	Overnight Trips [^]		Nights [^]		Day Trips [^]	
	Year Ending Mar-16	Share of Visits*	Year Ending Mar-16	Share of Nights	Year Ending Mar-16	Share of Visits
Adelaide	2,511	42.2%	8,002	38.0%	4,382	35.3%
Adelaide Hills	228	3.8%	527	2.5%	998	8.0%
Barossa	191	3.2%	389	1.8%	824	6.6%
Clare Valley	187	3.1%	426	2.0%	257	2.1%
Eyre Peninsula	392	6.6%	1,346	6.4%	292	2.4%
Fleurieu Peninsula	695	11.7%	2,155	10.2%	2,696	21.7%
Flinders Ranges & Outback	572	9.6%	2,422	11.5%	501	4.0%
Kangaroo Island	108	1.8%	426	2.0%	32	0.3%
Limestone Coast	523	8.8%	1,625	7.7%	809	6.5%
Murraylands	253	4.2%	614	2.9%	627	5.1%
Riverland	347	5.8%	1,089	5.2%	398	3.2%
Yorke Peninsula	540	9.1%	1,769	8.4%	598	4.8%
Regional SA**	4,036	67.8%	12,788	60.8%	8,032	64.7%
Total SA	5,954	100%	21,036	100%	12,415	100%

All data is from *National Visitor Survey, March 2016*, Tourism Research Australia, Canberra

Expenditure figures includes airfares and package expenditure.

Domestic overnight expenditure by purpose is Destination expenditure only.

[^] Regional data subject to sampling variability and should be used with caution.

* Market share will add to more than 100% as visitors may visit more than one region/have more than one purpose of visit.

** Regional SA is the total of all locations visited other than Adelaide, multiple locations are possible per overnight trip resulting in a higher total when location is summed.

** Total SA includes those in transit