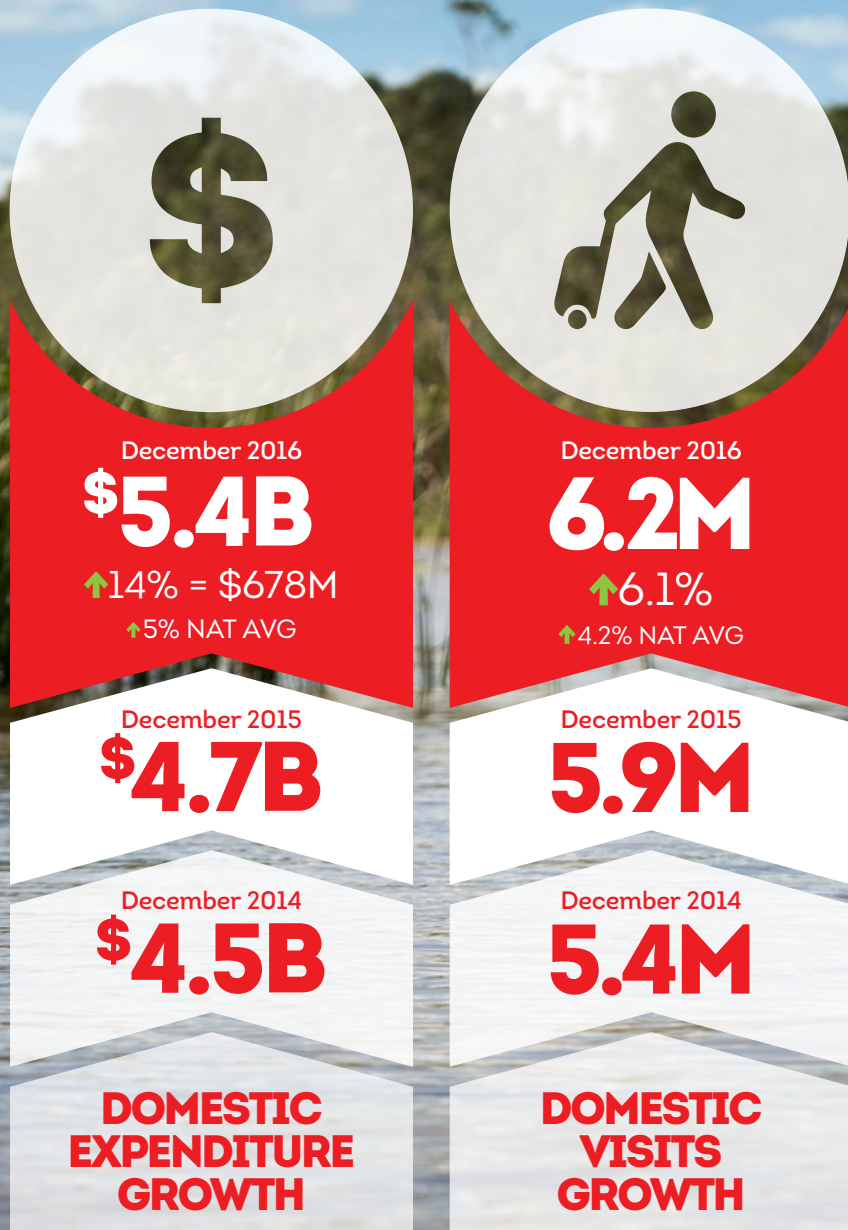
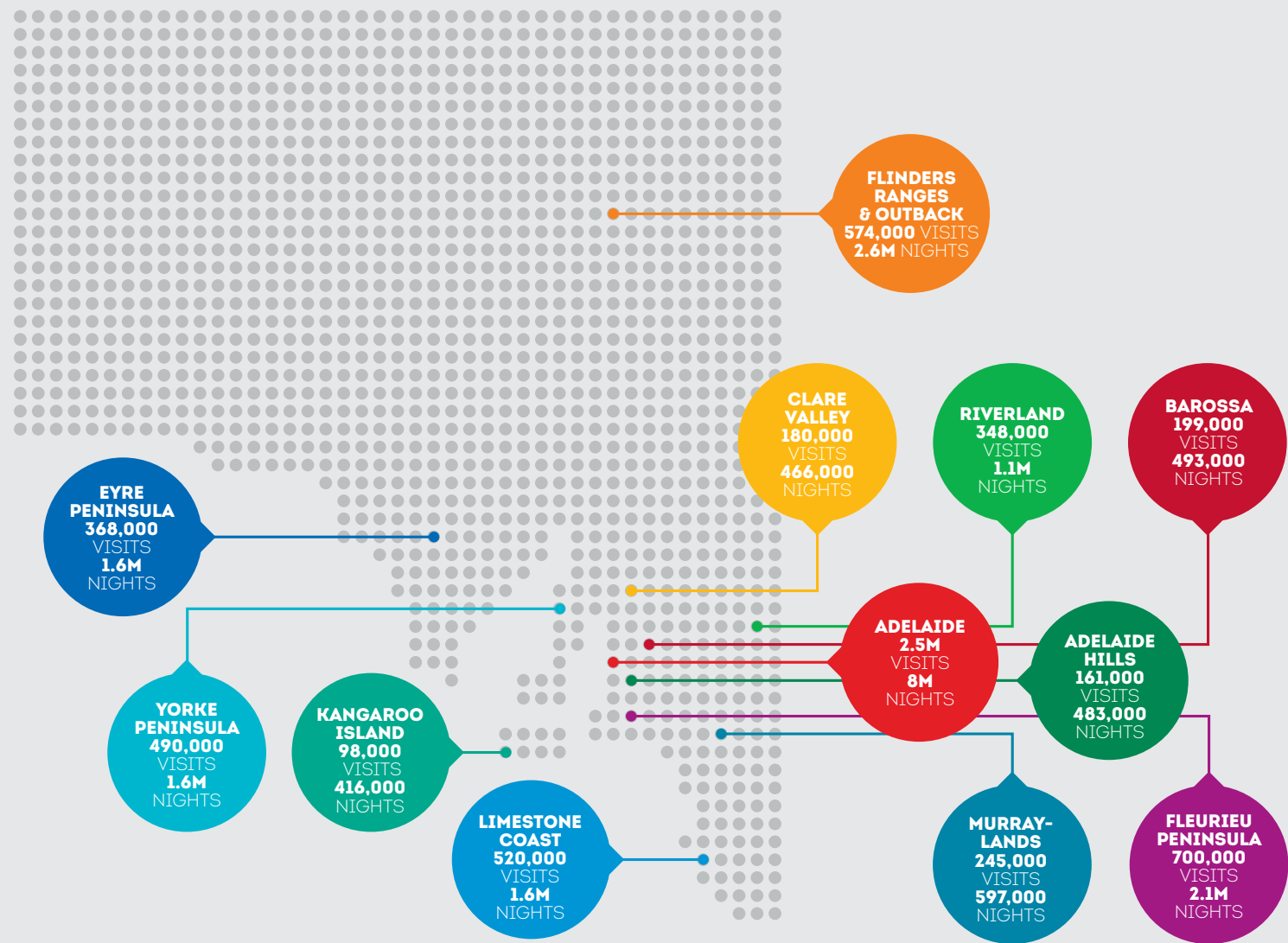


NATIONAL VISITOR SURVEY



DOMESTIC VISITS*



Source: National Visitor Survey, Tourism Research Australia, SA Year End December 2016.
*Data presented is a three year annual average to December 2016.

SA'S VISITOR ECONOMY NOW WORTH

\$6.3B*

↑13% = \$700M

RESULTS FROM IVS AND NVS

NATIONAL VISITOR ORIGIN

INTERSTATE
Visits 2.3M ↑6.8%

INTRASTATE
Visits 3.9M ↑5.6%

WESTERN AUSTRALIA
Visits 193,000 ↑27%



TOP 3 MARKETS

VICTORIA
Visits 1.1M ↑18%

NEW SOUTH WALES
Visits 614,000 ↓1.8%

QUEENSLAND
Visits 293,000 ↓6.1%

