

OverView

Visitor Location

Enquiry type

Length of Stay

Year  
2024

Quarter  
All

Service  
All

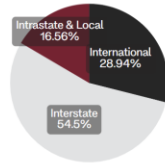
## What it says?

This dashboard from the Adelaide Economic Development Agency details visitor demographics. It includes visitor types (international, interstate, and intrastate/local), regions (Adelaide and South Australia), states, and countries of origin. The largest group is interstate visitors, with most international visitors coming from New Zealand and the UK.

Note: To select multiple years, Press 'ctrl' and select.

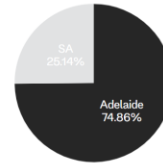
## Visitor by type

● International ● Interstate ● Intrastate & Local



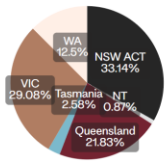
## Visitors from different region

● Adelaide ● SA



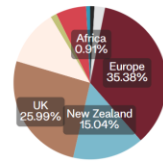
## Visitors from different state

● NSW ACT ● NT ● Queensland ● Tasmania ● VIC ● WA



## Visitors from different country

● Africa ● China ● Europe ● New Zealand ● UK ● USA/Ca... ● Other C...



# Dashboard Overview of Proportion Analysis

Year  
2018 2024

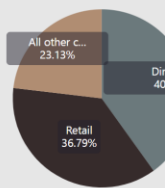
Quarter  
☐ Qtr 1  
☐ Qtr 2  
☐ Qtr 3  
☐ Qtr 4

Month, Year  
All

This dashboard presents an analysis of proportions across main categories and subcategories over time. It includes pie charts for category distributions, a bar chart for monthly proportions, and an area chart showing year-on-year changes in proportions. Filters allow dynamic exploration by year, quarter, and month.

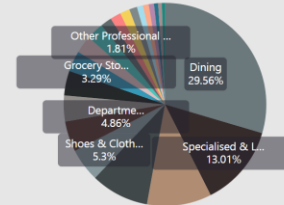
## Proportion by Main Category

By Year



Main Category  
● Dining & Enterta...  
● Retail  
● All other categor...

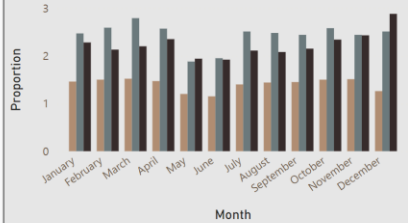
## Proportion by Subcategory



Subcategory  
● Dining  
● Specialised & Luxury G...  
● Healthcare  
● Bars & Clubs  
● Shoes & Clothing  
● Department & Variety S...  
● Hotels & Accommodati...  
● Vehicles, Freight, & Oth...  
● Grocery Stores & Super...  
● Personal Services

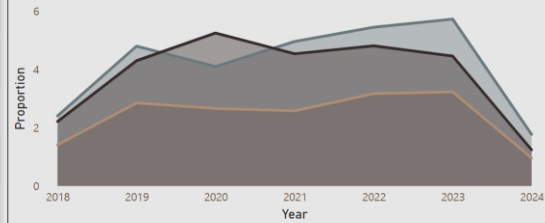
## Proportion by Month and Main Category

Main Category ● All other categories ● Dining & Entertainment ● Retail



## Proportion by Year and Main Category

Main Category ● All other categories ● Dining & Entertainment ● Retail





## YoY Change Analysis by Main Category

Data: July/2018 - April/2024

Year

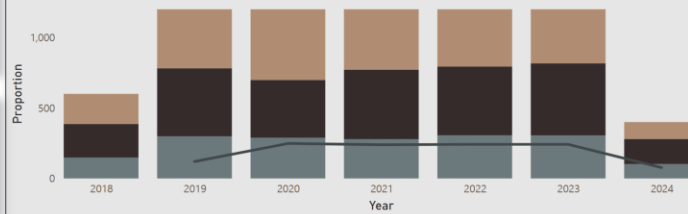
2018 2024

Year, Month

All

### Proportion and Count of YoY Change by Year and Main Category

Main Category ● All other categories ● Dining & Entertainment ● Retail ● Count of YoY Change

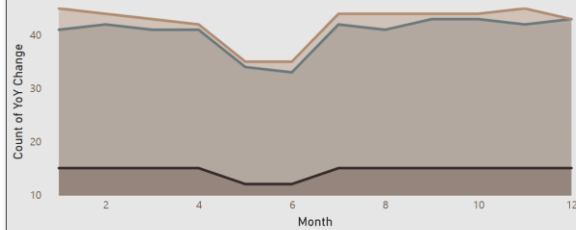


This dashboard provides a comprehensive analysis of Year-on-Year (YoY) changes in proportions across main categories from 2018 to 2024.

1. **Top Chart:** Combines proportions and YoY changes by month. The bar chart displays monthly proportions for each category, while the line chart illustrates the YoY changes.
  2. **Bottom Left Chart:** An area chart that shows the YoY change trends over the years for each main category, highlighting fluctuations and trends.
  3. **Bottom Right Chart:** A bar chart detailing the YoY changes for each year, offering a clear comparison of annual performance across the main categories.
- Filters for year, quarter, and month enable dynamic and detailed analysis.

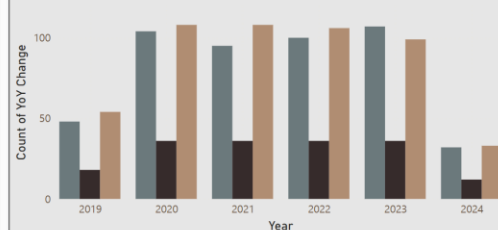
### Count of YoY Change by Month and Main Category

Main Category ● All other categories ● Dining & Entertainment ● Retail



### Count of YoY Change by Year and Main Category

Main Category ● All other categories ● Dining & Entertainment ● Retail



Adelaide spending in North Adelaide

## INTERNAL ESCAPE SPEND

Data: July/2018 - April/2024

Year

2018 2024

Quarter

☐ Qtr 1

☐ Qtr 2

☐ Qtr 3

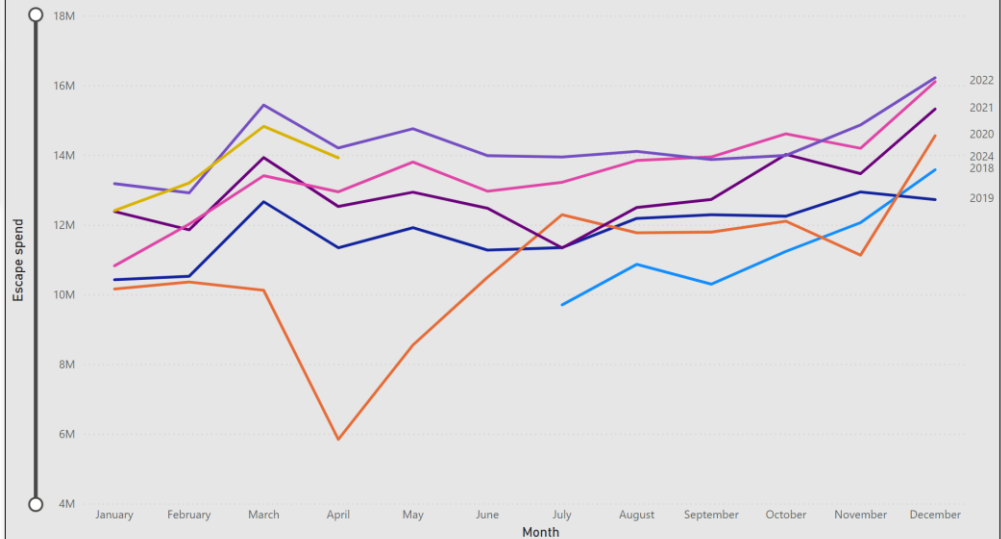
☐ Qtr 4

This line chart visualizes the monthly "Escape spend" (Adelaide spending in North Adelaide) across different years from 2018 to 2024. Each line represents a year's spend trend, allowing comparison of spending patterns over time.

- **Lowest Trend:** The year 2020 shows the lowest spending trend, particularly noticeable in April, likely due to the impact of the COVID-19 pandemic causing reduced expenditures during lock downs and economic disruptions.
- **Highest Trend:** The year 2022 exhibits the highest spending trend, especially

### Escape spend by Month and Year

Year — 2018 — 2019 — 2020 — 2021 — 2022 — 2023 — 2024





North Adelaide spending in Adelaide

## INTERNAL ESCAPE SPEND

Data: July/2018 - April/2024

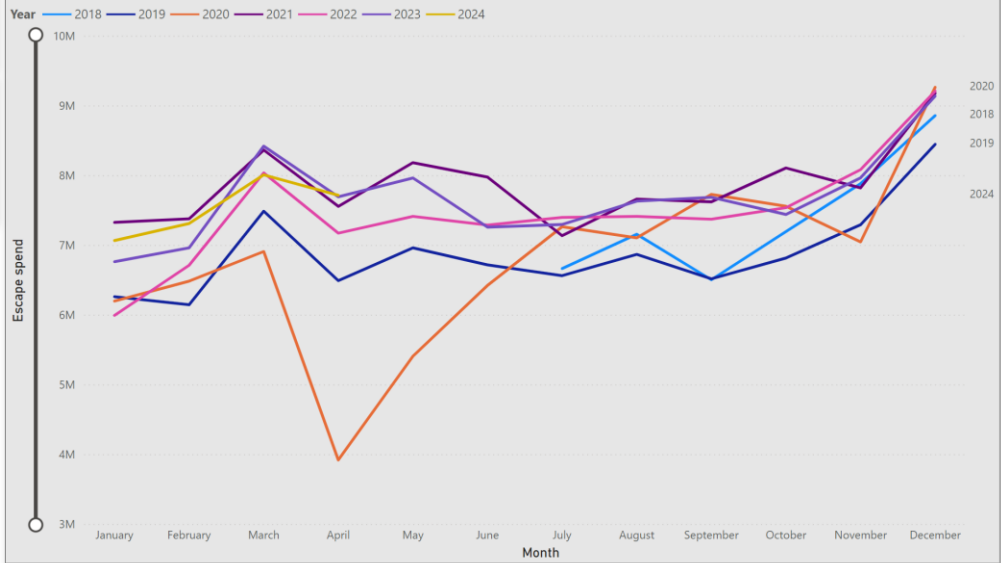
Year  
2018 2024

Quarter  
☐ Qtr 1  
☐ Qtr 2  
☐ Qtr 3  
☐ Qtr 4

This line chart visualizes the monthly "Internal Escape Spend" (North Adelaide spending in Adelaide) from 2018 to 2024. Each line represents a year's spending trend, allowing comparison of spending patterns over time.

- **Lowest Trend:** The year 2020 shows the lowest spending trend, particularly noticeable in April, likely due to the impact of the COVID-19 pandemic causing reduced expenditures during lock downs and economic disruptions.
- **Highest Trend:** The year 2022 exhibits the highest spending trend, especially

Escape spend by Month and Year



Adelaide spending out of Adelaide

## EXTERNAL ESCAPE SPEND

Data: July/2018 - April/2024

Year  
2018 2024

Quarter  
☐ Qtr 1  
☐ Qtr 2  
☐ Qtr 3  
☐ Qtr 4

This line chart visualizes the monthly "Escape spend" (Adelaide spending out of Adelaide) across different years from 2018 to 2024. Each line represents a year's spend trend, allowing comparison of spending patterns over time.

- **Lowest Trend:** The year 2020 shows the lowest spending trend, particularly noticeable in April, likely due to the impact of the COVID-19 pandemic causing reduced expenditures during lock downs and economic disruptions.
- **Highest Trend:** The year 2022 exhibits the highest spending trend, especially

Escape spend by Month and Year

