

Member Panel report, Apr 2021: **tourism**



In April 2021, we asked our members about the travel they have done over the past year, their travel intentions for the year ahead and their ideas on ways to increase tourism. 550 members responded: here's a summary of the findings.

The average member has visited 3 other SA tourism regions in the past 12 months and 3 in 10 have visited another state or territory

Within SA, Adelaide Hills and Fleurieu Peninsula were the most visited regions and Kangaroo Island was the least visited region. Interstate, Vic was most visited, followed by NSW and Qld. 1 in 10 members visited another SA region in the past 12 months for the first time and 3% visited another state or territory for the first time (in most cases NT or Qld). Members' favourite travel experience of the past 12 months was spending time with family and their favourite destination was Kangaroo Island.

The average member intends to visit 3 other SA tourism regions in the next 12 months and two thirds are likely to visit another state or territory

Adelaide residents are most likely to visit Adelaide Hills and Fleurieu Peninsula, whereas non-Adelaide residents are most likely to visit Adelaide. Both groups are least likely to visit Kangaroo Island. 6 in 10 members intend to use real-time fuel pricing websites/apps when travelling around SA. In relation to interstate travel, a third are likely to visit Vic, a quarter are likely to visit Qld and 2 in 10 are likely to visit NSW. 2 in 10 members are interested in going on a domestic multi-day cruise within the next 12 months.

Three quarters of members would like to travel overseas once international travel fully reopens and is safe again

The most popular country members want to visit is the UK, followed by New Zealand, the United States, Japan and Indonesia (including Bali). In terms of regions, Europe was most popular destination, followed by the South Pacific, Asia and then North America. 9 in 10 members wishing to travel internationally would be willing to receive a COVID-19 vaccination and carry a vaccine passport. 2% think they will travel overseas in 2021, 17% in 2022 and 21% in 2023.

The top suggestion for how the government could increase tourism in SA is for better promotion and advertising of our state

Other prominent suggestions included:

- more travel vouchers/incentives
- improve the roads
- improve public transport/additional train routes
- vaccinate the SA population as quickly as possible.

We'd like to know your thoughts on key issues regarding motoring, road safety, travel and tourism. If you haven't already signed up for RAA's Member Panel, you can do so [here](#).