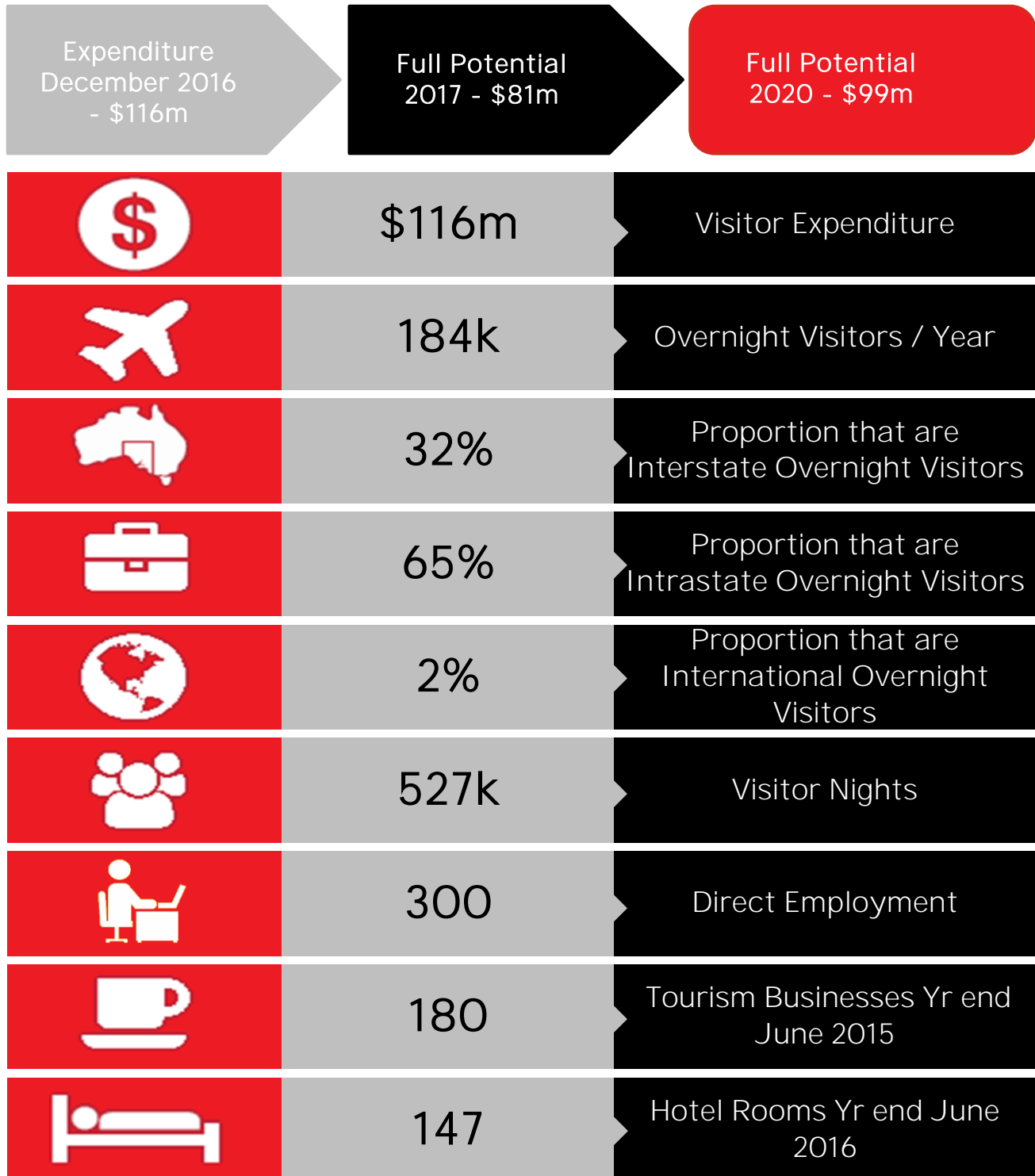


## The Value of Tourism in the Clare Valley

3 Year Annual Average to December 2016



Sources: Tourism Research Australia - NVS & IVS.

Employment Figures from the SA Regional Tourism Satellite Accounts 2013-14.

Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for FY 2014/2015.

Full potential relates to the regional contribution to the 2020 \$8 billion target - please refer to the South Australian Tourism Plan 2020.

Tourist Accommodation data are sourced from the ABS Survey of Tourist Accommodation and are for the Year to June 2016.

Full potential at 2017 and 2020 are based on a expenditure in 2013 when the Clare Valley has visitor expenditure of \$61m. Clare saw exceptionally strong growth in 2014 and again in 2016