

# The Value of Tourism on the Limestone Coast

3 Year Annual Average to December 2016



	\$325m	Visitor Expenditure
	567k	Overnight Visitors / Year
	37%	Proportion that are Interstate Overnight Visitors
	54%	Proportion that are Intrastate Overnight Visitors
	8%	Proportion that are International Overnight Visitors
	1.88m	Visitor Nights
	1800	Direct Employment
	871	Tourism Businesses Yr end June 2015
	970	Hotel Rooms Yr end June 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.