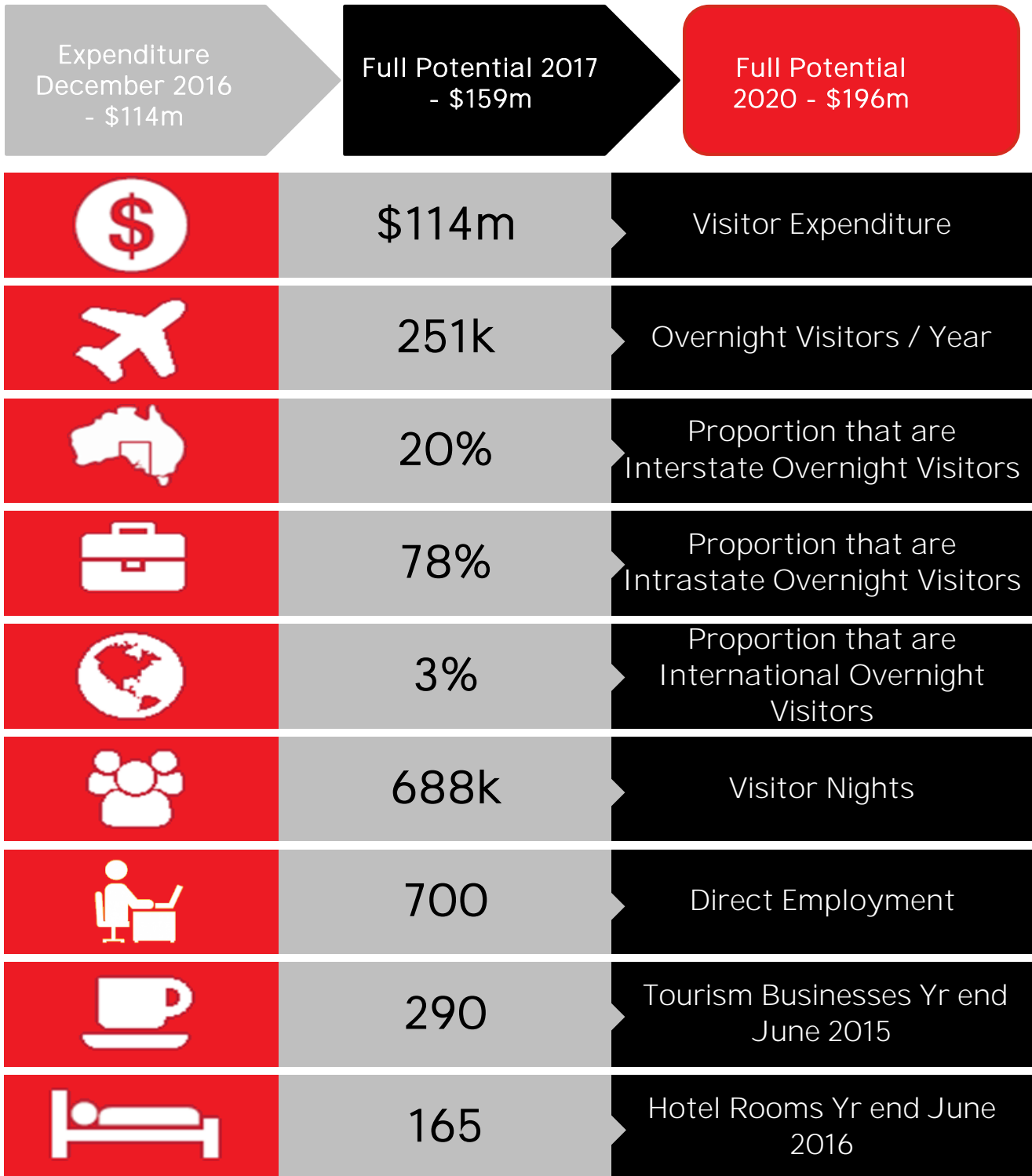


## The Value of Tourism in the Murraylands

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.