



Santos
tour
down
under

GENERATES RECORD
\$56.5M
FOR SOUTH AUSTRALIA



2017
\$56.5M

2017
840,000

2017
43,000

2017
683

2016
\$49.6M

2016
795,000

2016
39,000

2016
613

2015
\$47.9M

2015
786,000

2015
37,000

2015
614

**ECONOMIC
IMPACT**

**TOTAL
SPECTATORS**

**EVENT SPECIFIC
VISITORS**

**FULL TIME
EQUIVALENT JOBS**

DATA FROM MCGREGOR TAN RESEARCH 2017 SANTOS TOUR DOWN UNDER REPORT
SPECTATOR AND EVENT SPECIFIC VISITOR FIGURES HAVE BEEN ROUNDED



WWW.TOURISM.SA.GOV.AU