



Santos
tour
down
under

GENERATES RECORD
\$ **63.7M**
FOR SOUTH AUSTRALIA



2018
\$ **63.7M**

2017
\$ **56.5M**

2016
\$ **49.6M**

**ECONOMIC
IMPACT**



2018
810,000

2017
840,000

2016
795,000

**TOTAL
SPECTATORS**



2018
46,000

2017
43,000

2016
39,000

**EVENT SPECIFIC
VISITORS**



2018
774

2017
683

2016
613

**FULL TIME
EQUIVALENT JOBS**



Government
of South Australia

South Australian
Tourism Commission

ADELAIDE
SOUTH AUSTRALIA

WWW.TOURISM.SA.GOV.AU

DATA FROM MCGREGOR TAN RESEARCH 2018 SANTOS TOUR DOWN UNDER REPORT
SPECTATOR AND EVENT SPECIFIC VISITOR FIGURES HAVE BEEN ROUNDED