

EYRE PENINSULA

The Value of Tourism

Lake Gairdner National Park, Eyre Peninsula



The Value of Tourism on the Eyre Peninsula

3 Year Annual Average to December 2017

Expenditure
December 2014 -
\$291m

Expenditure
December 2017 -
\$263m

Full Potential
December 2020 -
\$511m

\$	\$263m	Visitor Expenditure
👤👤👤	420k	Overnight Visitors / Year
🇺🇸	27%	Proportion that are Interstate Overnight Visitors
🇺🇸	69%	Proportion that are Intrastate Overnight Visitors
🌐	5%	Proportion that are International Overnight Visitors
🛏️	1.7m	Visitor Nights
🚗	373k	Domestic Day Trips
🚪	584	Tourism Businesses Yr end June 2016
🏨	987	Hotel Rooms Yr end June 2016
👤	14	Direct Employment Ratio
👤	1800	Direct Employment

Sources: Tourism Research Australia - NVS & IVS.

Employment Figures from the SA Regional Tourism Satellite Accounts 2016-17.

Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for FY 2015/2016.

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, 15+ rooms, for the Year to June 2016.