

FLINDERS RANGES & OUTBACK

The Value of Tourism

Arkaroola Wilderness Sanctuary, Flinders Ranges & Outback.



The Value of Tourism in the Flinders Ranges and Outback 3 Year Annual Average to December 2017

Expenditure
December 2014 -
\$320m

Expenditure
December 2017 -
\$425m

Full Potential
December 2020 -
\$452m

\$	\$425m	Visitor Expenditure
👤👤👤	694k	Overnight Visitors / Year
🇺🇸	33%	Proportion that are Interstate Overnight Visitors
🇺🇸	61%	Proportion that are Intrastate Overnight Visitors
🌐	6%	Proportion that are International Overnight Visitors
🛏️	3.1m	Visitor Nights
🚗	672k	Domestic Day Trips
🏪	516	Tourism Businesses Yr end June 2016
🏨	1271	Hotel Rooms Yr end June 2016
👤	13	Direct Employment Ratio
👤	2100	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.