



The Value of Tourism in the Riverland

3 Year Annual Average to December 2017

Expenditure
December 2014 -
\$144m

Expenditure
December 2017 -
\$173m

Full Potential
December 2020 -
\$231m

\$	\$173m	Visitor Expenditure
👤👤👤	386k	Overnight Visitors / Year
🇺🇸	25%	Proportion that are Interstate Overnight Visitors
🇦🇺	73%	Proportion that are Intrastate Overnight Visitors
🌐	2%	Proportion that are International Overnight Visitors
🛏️	1.3m	Visitor Nights
🚗	443k	Domestic Day Trips
🏠	360	Tourism Businesses Yr end June 2016
🏨	502	Hotel Rooms Yr end June 2016
👤	14	Direct Employment Ratio
👤	1100	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.