



The Value of Tourism in the Adelaide Hills

3 Year Annual Average to December 2017



\$	\$163m	Visitor Expenditure
👤👤👤	186k	Overnight Visitors / Year
🇺🇸	41%	Proportion that are Interstate Overnight Visitors
🇦🇺	55%	Proportion that are Intrastate Overnight Visitors
🌐 PASSPORT	4%	Proportion that are International Overnight Visitors
🛏️	619k	Visitor Nights
🚗	1.2m	Domestic Day Trips
🚪 OPEN	744	Tourism Businesses Yr end June 2016
🏨	177	Hotel Rooms Yr end June 2016
👤	19	Direct Employment Ratio
👤👤	1200	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.