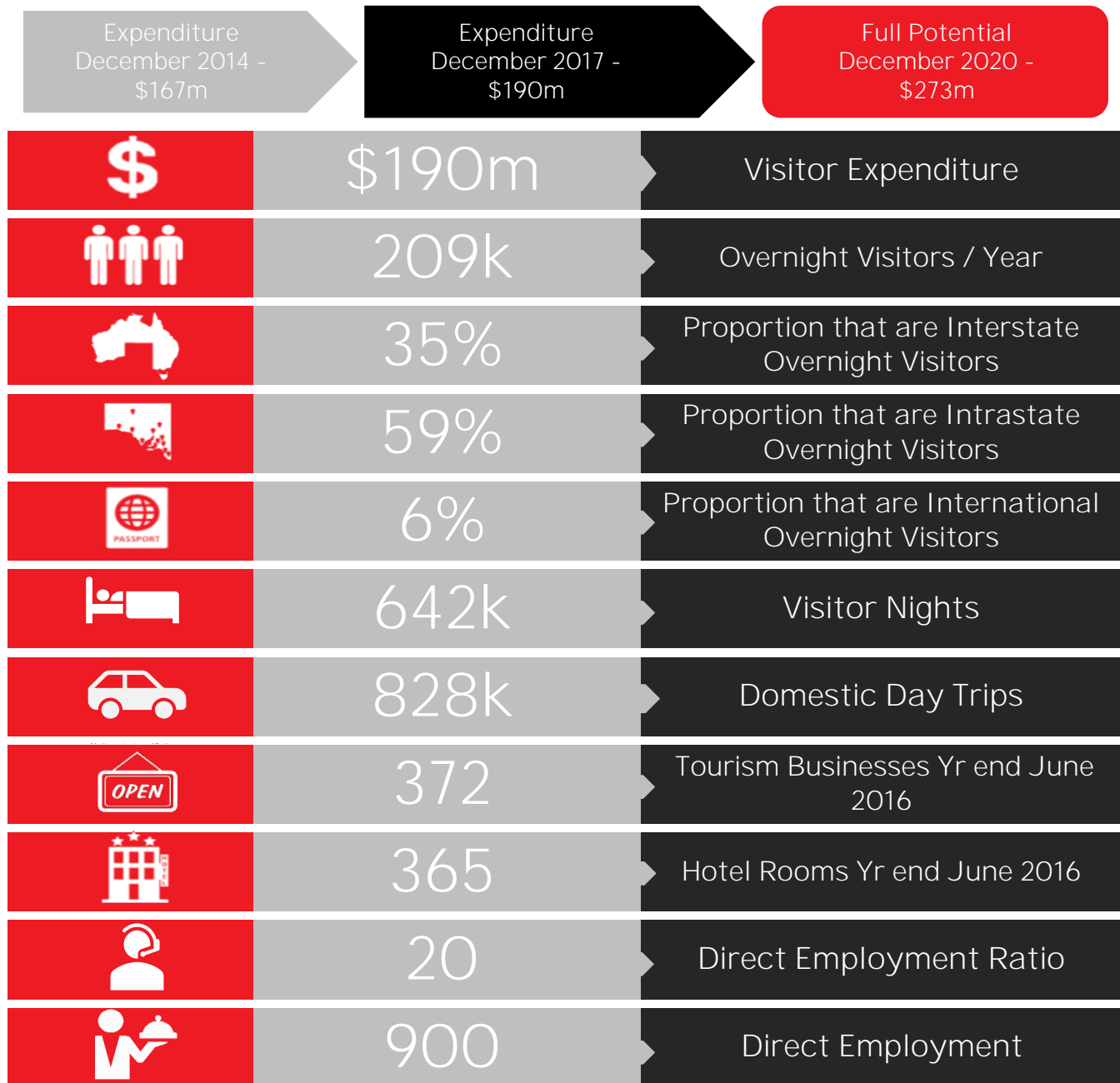


The Value of Tourism in the Barossa

3 Year Annual Average to December 2017



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.