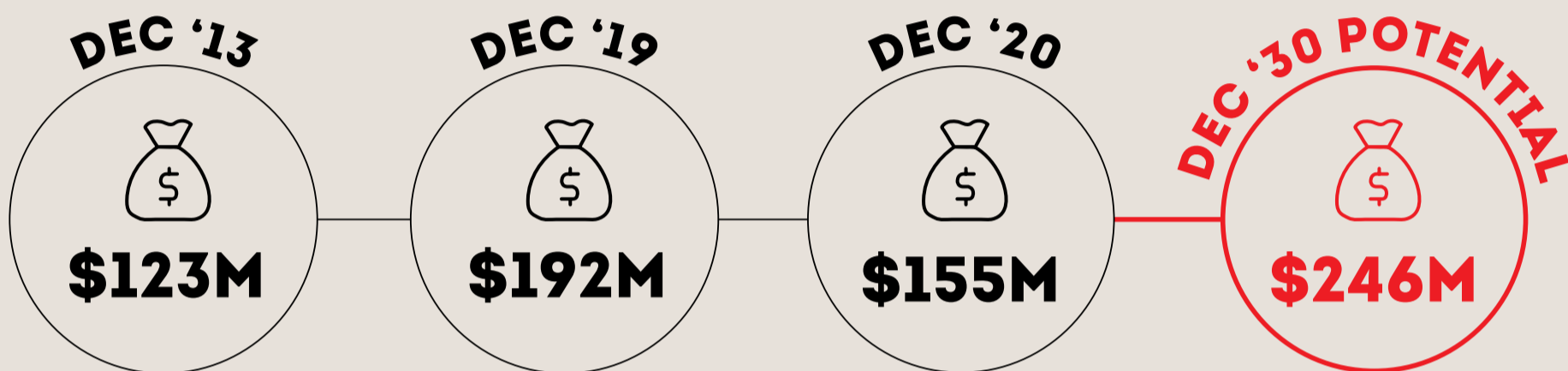




MURRAY RIVER, LAKES & COORONG


THE VALUE OF TOURISM


EXPENDITURE




 **\$192M** | VISITOR EXPENDITURE

 **967K** | DOMESTIC DAY TRIPS

 **368K** | OVERNIGHT VISITORS PER YEAR

 **300** | TOTAL BUSINESSES YEAR END JUNE 2018

 **21%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS


 **165** | HOTEL ROOMS YEAR END JUNE 2016

 **76%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS

 **15:1** | DIRECT EMPLOYMENT RATIO

 **3%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS

 **1.1K** | DIRECT EMPLOYMENT

 **1.1M** | VISITOR NIGHTS

Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts 2017-18. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for FY 2017/2018. The forecast totals for 2020 & 2030 relate to the regional contribution to the 2030 \$12.8 billion target - refer to the South Australian Visitor Economy Sector Plan 2030. Tourist Accommodation data are sourced from the ABS Survey of Tourist Accommodation, 15+ rooms, for the Year to June 2016.