

# YORKE PENINSULA

## The Value of Tourism

Cape Spencer, Yorke Peninsula



Government of South Australia  
South Australian Tourism Commission

### The Value of Tourism on the Yorke Peninsula

3 Year Annual Average to December 2017

Expenditure  
December 2014 -  
\$184m

Expenditure December  
2017 - \$198m

Full Potential  
December 2020 -  
\$302m

\$	\$198m	Visitor Expenditure
👤👤👤	518k	Overnight Visitors / Year
🇺🇸	12%	Proportion that are Interstate Overnight Visitors
🇦🇺	87%	Proportion that are Intrastate Overnight Visitors
🌐	1%	Proportion that are International Overnight Visitors
🛏️	1.8m	Visitor Nights
🚗	625k	Domestic Day Trips
🚪	461	Tourism Businesses Yr end June 2016
🏨	125	Hotel Rooms Yr end June 2016
👤	12	Direct Employment Ratio
👤👤	1300	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.