

ADELAIDE HILLS THE VALUE OF TOURISM

EXPENDITURE



\$172M | VISITOR EXPENDITURE



1.2M | DOMESTIC DAY TRIPS



181K | OVERNIGHT VISITORS PER YEAR



749 | TOTAL BUSINESSES YEAR END JUNE 2017



44% | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



177 | HOTEL ROOMS YEAR END DEC 2018



51% | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



19:1 | DIRECT EMPLOYMENT RATIO



5% | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



1.2K | DIRECT EMPLOYMENT



688K | VISITOR NIGHTS

Sources: Tourism Research Australia - NVS & IVS. Tourism Business estimates derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the financial year 2016/17. Employment Figures from the State Tourism Satellite Accounts 2016-17. 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 STR Global 10+ rooms for the year end December 2018.