

# REGIONAL SOUTH AUSTRALIA

## The Value of Tourism

Pondalowie Bay, Yorke Peninsula



### The Value of Regional Tourism in South Australia

3 Year Annual Average to December 2017

Expenditure  
December 2014 -  
\$2.3b

Expenditure  
December 2017 -  
\$2.6b

Full Potential  
December 2020 -  
\$3.55b

\$	\$2.6b	Visitor Expenditure
👤👤👤	4.0m	Overnight Visitors / Year
🇺🇸	23%	Proportion that are Interstate Overnight Visitors
🇦🇺	74%	Proportion that are Intrastate Overnight Visitors
🌐	4%	Proportion that are International Overnight Visitors
🛏️	15.4m	Visitor Nights
🚗	8.6m	Domestic Day Trips
🏪	5000	Tourism Businesses Yr end June 2016
🏨	5460	Hotel Rooms Yr end June 2016
👤	13	Direct Employment Ratio
👤🍽️	16000	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 the 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.