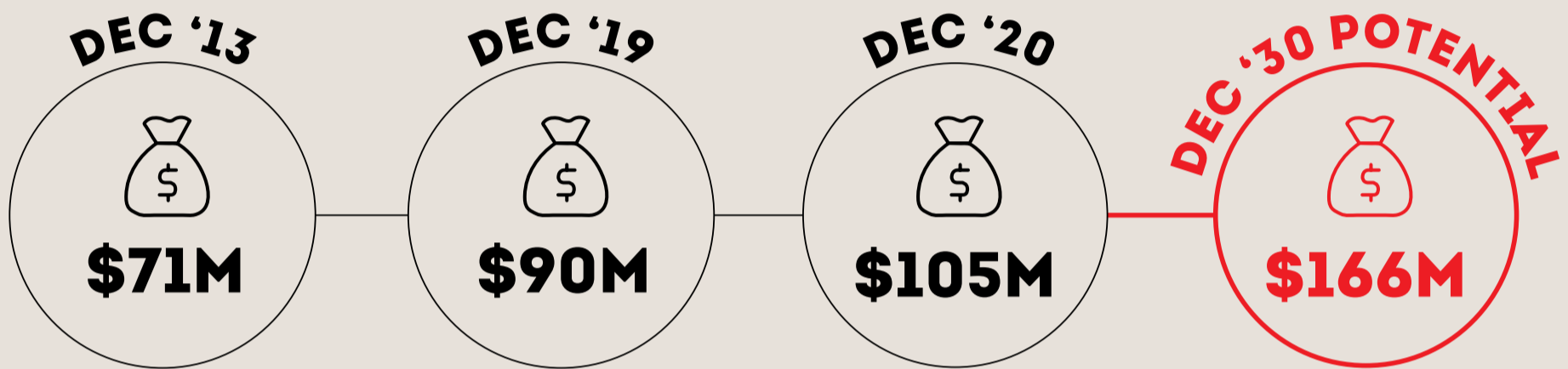




CLARE VALLEY


THE VALUE OF TOURISM

EXPENDITURE




 **\$90M** | VISITOR EXPENDITURE

 **303K** | DOMESTIC DAY TRIPS


 **186K** | OVERNIGHT VISITORS PER YEAR

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

 **31%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS


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

 **67%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS

 **13:1** | DIRECT EMPLOYMENT RATIO

 **2%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS

 **500** | DIRECT EMPLOYMENT

 **434K** | 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.