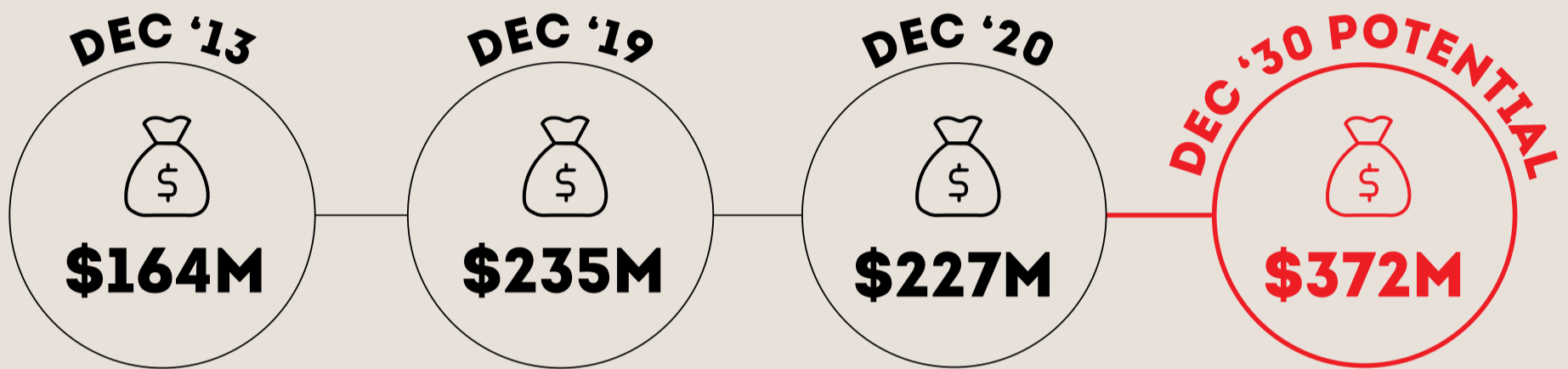





BAROSSA THE VALUE OF TOURISM

EXPENDITURE




 **\$235M** | VISITOR EXPENDITURE

 **927K** | DOMESTIC DAY TRIPS


 **260K** | OVERNIGHT VISITORS PER YEAR


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


 **37%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS


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

 **58%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS

 **23:1** | DIRECT EMPLOYMENT RATIO

 **5%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS

 **800** | DIRECT EMPLOYMENT

 **709K** | 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.