

MURRAY RIVER, LAKES & COORONG

THE VALUE OF TOURISM

EXPENDITURE



\$178M | VISITOR EXPENDITURE



902K | DOMESTIC DAY TRIPS



336K | OVERNIGHT VISITORS PER YEAR



342 | TOTAL BUSINESSES YEAR END JUNE 2017



23% | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



165 | HOTEL ROOMS YEAR END DEC 2018



74% | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



17:1 | DIRECT EMPLOYMENT RATIO



3% | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



1.0K | DIRECT EMPLOYMENT



1.0M | 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.