

THE VALUE OF TOURISM IN SOUTH AUSTRALIA

DECEMBER 2018

EXPENDITURE



 **\$6.8B** | VISITOR EXPENDITURE

 **13.5M** | DOMESTIC DAY TRIPS

 **13.6K** | INTERNATIONAL SEATS INTO ADELAIDE EACH WEEK

 **14.8K** | HOTEL ROOMS ACROSS 269 PROPERTIES

 **\$452K** | INTERNATIONAL OVERNIGHT VISITORS

 **18K** | TOURISM BUSINESSES ACROSS THE STATE

 **84.5K** | DOMESTIC SEATS INTO ADELAIDE EACH WEEK

 **170K** | IN TOURISM EXPENDITURE (EQUALS 1 X FTE)

 **2.6M** | INTERSTATE OVERNIGHT VISITORS

 **36K** | DIRECTLY EMPLOYED
POTENTIAL FOR 41K DIRECT BY 2020
56K EMPLOYED INCLUDING INDIRECT

 **4.0M** | INTRASTATE OVERNIGHT VISITORS

 **1:23** | DIRECT EMPLOYMENT RATIO

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.