

FLEURIEU PENINSULA

The Value of Tourism

Normanville, Fleurieu Peninsula



The Value of Tourism on the Fleurieu Peninsula

3 Year Annual Average to December 2017

Expenditure
December 2014 -
\$390m

Expenditure
December 2017 -
\$437m

Full Potential
December 2020 -
\$683m

\$	\$437m	Visitor Expenditure
👤👤👤	730k	Overnight Visitors / Year
🇺🇸	19%	Proportion that are Interstate Overnight Visitors
🇦🇺	78%	Proportion that are Intrastate Overnight Visitors
🌐	3%	Proportion that are International Overnight Visitors
🛏️	2.3m	Visitor Nights
🚗	2.5m	Domestic Day Trips
🏪	841	Tourism Businesses Yr end June 2016
🏨	490	Hotel Rooms Yr end June 2016
👤	8	Direct Employment Ratio
👤👤	3100	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 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.