

MURRAY RIVER LAKES & COORONG

The Value of Tourism

Big Bend, Murray River



The Value of Tourism in the Murray River Lakes and Coorong 3 Year Annual Average to December 2017

Expenditure
December 2014 -
\$134m

Expenditure
December 2017 -
\$145m

Full Potential
December 2020 -
\$196m

\$	\$145m	Visitor Expenditure
👤👤👤	304k	Overnight Visitors / Year
🇺🇸	23%	Proportion that are Interstate Overnight Visitors
🇦🇺	74%	Proportion that are Intrastate Overnight Visitors
🌐	3%	Proportion that are International Overnight Visitors
🛏️	877k	Visitor Nights
🚗	820k	Domestic Day Trips
🏪	364	Tourism Businesses Yr end June 2016
🏨	165	Hotel Rooms Yr end June 2016
👤	1 in 15	Direct Employment Ratio
👤	800	Direct Employment

Sources: Tourism Research Australia - NVS & IVS.

Employment Figures from the SA Regional Tourism Satellite Accounts 2015-16.

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.