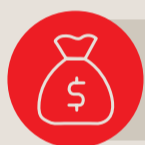


# MURRAY RIVER, LAKES & COORONG

## THE VALUE OF TOURISM

### EXPENDITURE



**\$148M** | VISITOR EXPENDITURE



**820K** | DOMESTIC DAY TRIPS



**327K** | OVERNIGHT VISITORS PER YEAR



**342** | TOTAL BUSINESSES YEAR END JUNE 2017



**22%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



**165** | HOTEL ROOMS YEAR END DEC 2018



**75%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



**17:1** | DIRECT EMPLOYMENT RATIO



**3%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



**1.0K** | DIRECT EMPLOYMENT



**962K** | 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.*