

FLEURIEU PENINSULA THE VALUE OF TOURISM



EXPENDITURE



- \$460M** | VISITOR EXPENDITURE
- 2.5M** | DOMESTIC DAY TRIPS
- 729K** | OVERNIGHT VISITORS PER YEAR
- 847** | TOTAL BUSINESSES YEAR END JUNE 2017
- 20%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS
- 490** | HOTEL ROOMS YEAR END DEC 2018
- 77%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS
- 8:1** | DIRECT EMPLOYMENT RATIO
- 3%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS
- 3.1K** | DIRECT EMPLOYMENT
- 2.4M** | 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.