

# YORKE PENINSULA THE VALUE OF TOURISM

## EXPENDITURE



**\$205M** | VISITOR EXPENDITURE



**625K** | DOMESTIC DAY TRIPS



**528K** | OVERNIGHT VISITORS PER YEAR



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



**11%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



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



**87%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



**12:1** | DIRECT EMPLOYMENT RATIO



**1%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



**1.3K** | DIRECT EMPLOYMENT



**1.7M** | 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.*