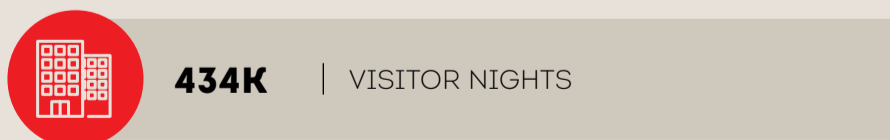
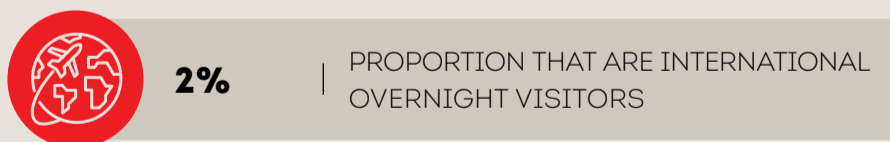
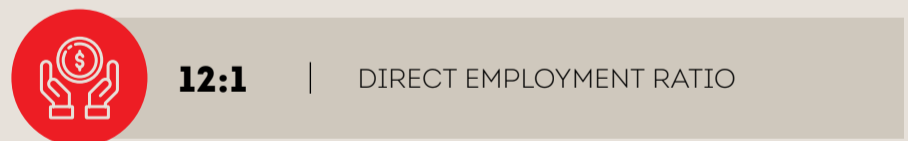
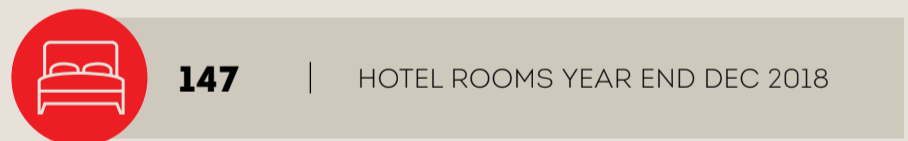
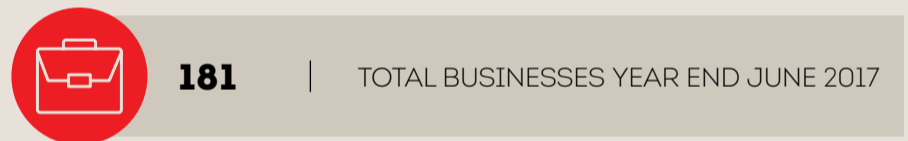
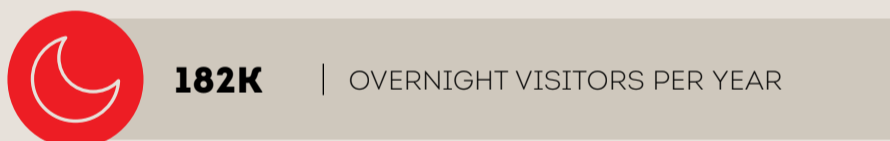
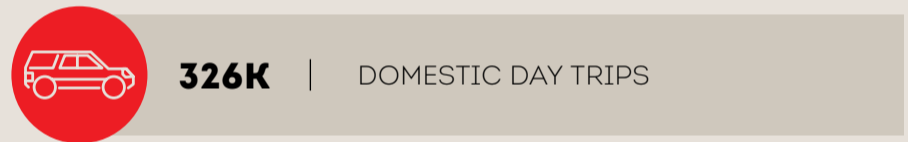
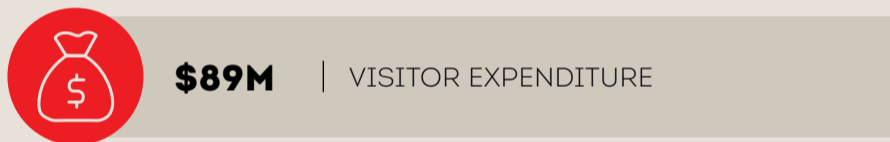


CLARE VALLEY THE VALUE OF TOURISM

EXPENDITURE



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.