




# LIMESTONE COAST THE VALUE OF TOURISM


## EXPENDITURE





 **\$340M** | VISITOR EXPENDITURE


 **717K** | DOMESTIC DAY TRIPS


 **617K** | OVERNIGHT VISITORS PER YEAR

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

 **41%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS


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

 **52%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS

 **17:1** | DIRECT EMPLOYMENT RATIO

 **7%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS

 **1.9K** | DIRECT EMPLOYMENT

 **2.0M** | 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.*