



The Value of Tourism in the Clare Valley

3 Year Annual Average to December 2017



\$	\$93m	Visitor Expenditure
👤👤👤	175k	Overnight Visitors / Year
🇺🇸	38%	Proportion that are Interstate Overnight Visitors
🇦🇺	60%	Proportion that are Intrastate Overnight Visitors
🌐	2%	Proportion that are International Overnight Visitors
🛏️	416k	Visitor Nights
🚗	326k	Domestic Day Trips
🏪	194	Tourism Businesses Yr end June 2016
🏨	147	Hotel Rooms Yr end June 2016
👤	12	Direct Employment Ratio
👤🍽️	500	Direct Employment

Sources: Tourism Research Australia - NVS & IVS.
 Employment Figures from the SA Regional Tourism Satellite Accounts 2016-17.
 Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for FY 2015/2016.
 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 the ABS Survey of Tourist Accommodation, 15+ rooms, for the Year to June 2016.