



BAROSSA

THE VALUE OF TOURISM

EXPENDITURE




 **\$213M** | VISITOR EXPENDITURE


 **828K** | DOMESTIC DAY TRIPS


 **225K** | OVERNIGHT VISITORS PER YEAR

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

 **36%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS


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

 **58%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS

 **20:1** | DIRECT EMPLOYMENT RATIO

 **6%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS

 **900** | DIRECT EMPLOYMENT

 **616K** | 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.