




# KANGAROO ISLAND THE VALUE OF TOURISM

## EXPENDITURE




 **\$126M** | VISITOR EXPENDITURE

 **38K** | DOMESTIC DAY TRIPS


 **154K** | OVERNIGHT VISITORS PER YEAR

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

 **29%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS


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

 **43%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS

 **3:1** | DIRECT EMPLOYMENT RATIO

 **28%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS

 **800** | DIRECT EMPLOYMENT

 **555K** | 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.*