



# ADELAIDE HILLS THE VALUE OF TOURISM

## EXPENDITURE



**\$168M** | VISITOR EXPENDITURE

**1.2M** | DOMESTIC DAY TRIPS

**194K** | OVERNIGHT VISITORS PER YEAR

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

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

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

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

**19:1** | DIRECT EMPLOYMENT RATIO

**5%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS

**1.2K** | DIRECT EMPLOYMENT

**732K** | 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.*