

ADELAIDE THE VALUE OF TOURISM



EXPENDITURE



\$3.9B | VISITOR EXPENDITURE

4.8M | DOMESTIC DAY TRIPS

3.2M | OVERNIGHT VISITORS PER YEAR

12K | TOTAL BUSINESSES YEAR END JUNE 2017

59% | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS

8914 | HOTEL ROOMS YEAR END DEC 2018

28% | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS

31:1 | DIRECT EMPLOYMENT RATIO

13% | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS

20K | DIRECT EMPLOYMENT

17.6M | 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.