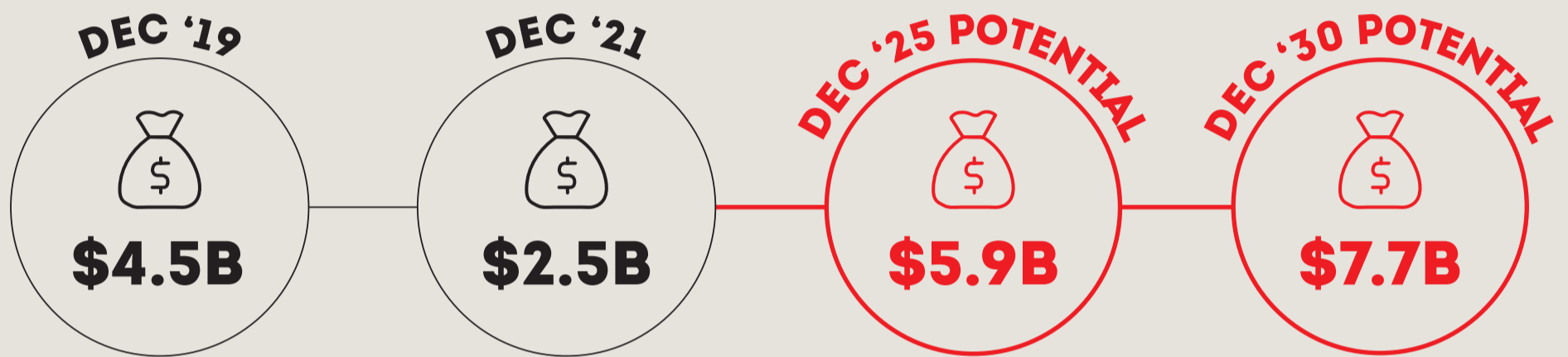


# ADELAIDE

## THE VALUE OF TOURISM

### YEAR END DECEMBER 2021

#### EXPENDITURE



**\$2.5B** | VISITOR EXPENDITURE



**4.5M** | DOMESTIC DAY TRIPS



**2M** | OVERNIGHT VISITORS PER YEAR



**13.7K** | TOURISM BUSINESSES YEAR END JUNE 2021



**50%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



**9803** | HOTEL ROOMS YEAR END DEC 2021



**50%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



**28:1** | DIRECT EMPLOYMENT RATIO



**0%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



**22.1K** | DIRECT EMPLOYMENT



**7.4M** | VISITOR NIGHTS

Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts FY 2019-20. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the FY 2020/2021. Full potential relates to the regional contribution to the 2030 \$12.8 billion target - refer to the South Australian Visitor Economy Sector Plan 2030. Tourist Accommodation data are sourced from the STR Global for the Year end December 2021.