

CLARE VALLEY THE VALUE OF TOURISM



EXPENDITURE



\$88M | VISITOR EXPENDITURE

299K | DOMESTIC DAY TRIPS

181K | OVERNIGHT VISITORS PER YEAR

181 | TOTAL BUSINESSES YEAR END JUNE 2017

33% | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS

147 | HOTEL ROOMS YEAR END DEC 2018

65% | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS

12:1 | DIRECT EMPLOYMENT RATIO

2% | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS

500 | DIRECT EMPLOYMENT

428K | 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.