



BAROSSA THE VALUE OF TOURISM

EXPENDITURE



\$234M | VISITOR EXPENDITURE



881K | DOMESTIC DAY TRIPS



243K | OVERNIGHT VISITORS PER YEAR



362 | TOTAL BUSINESSES YEAR END JUNE 2017



37% | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



365 | HOTEL ROOMS YEAR END DEC 2018



58% | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



20:1 | DIRECT EMPLOYMENT RATIO



5% | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



900 | DIRECT EMPLOYMENT



677K | 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.