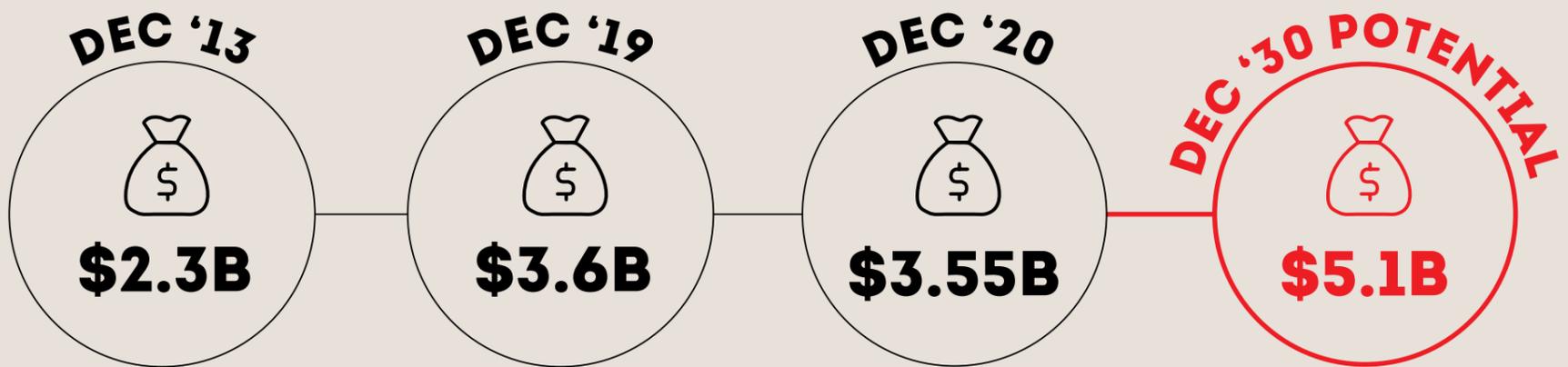


# THE VALUE OF REGIONAL TOURISM IN SOUTH AUSTRALIA DECEMBER 2019

## EXPENDITURE



 **\$3.6B** | VISITOR EXPENDITURE

 **11.3M** | DOMESTIC DAY TRIPS

 **5.2M** | OVERNIGHT VISITORS PER YEAR

 **5K** | TOTAL BUSINESSES YEAR END JUNE 2018

 **22%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS

 **6208** | HOTEL ROOMS YEAR END DEC 2019

 **74%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS

 **13:1** | DIRECT EMPLOYMENT RATIO

 **3%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS

 **16K** | DIRECT EMPLOYMENT

 **18.8M** | VISITOR NIGHTS

*Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts 2017-18. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the FY 2017/2018. Full potential relates to the regional contribution to the 2030 \$5.1 billion target - refer to the South Australian Visitor Economy Sector Plan 2030. Tourist Accommodation data are sourced from STR Global for the Year end December 2019.*