





\$369M | VISITOR EXPENDITURE



762K DO

DOMESTIC DAY TRIPS



688K OVERNIGHT VISITORS PER YEAR



700

TOTAL BUSINESSES YEAR END JUNE 2018



42% | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



970

HOTEL ROOMS YEAR END JUNE 2016



52% | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



16:1

DIRECT EMPLOYMENT RATIO



PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



2.1K

DIRECT EMPLOYMENT



2.1M

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 FY 2017/2018. The forecast totals for 2020 & 2030 relate 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 ABS Survey of Tourist Accommodation, 15+ rooms, for the Year to June 2016.