

THE VALUE OF TOURISM IN THE FLINDERS RANGES & OUTBACK YEAR END DECEMBER 2023



VISITOR EXPENDITURE

\$514M
YE DECEMBER 2019



\$610M
YE DECEMBER 2023

TARGET YE DECEMBER 2025

\$638M



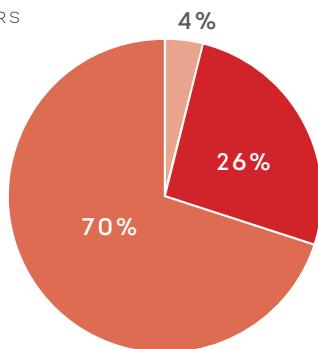
TARGET YE DECEMBER 2030

\$804M

OVERNIGHT VISITORS PER YEAR

761K

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



VISITOR NIGHTS

 **4.0M**

DOMESTIC DAY TRIPS

 **577**

TOURISM BUSINESSES YE JUNE 2023

 **510**

HOTEL ROOMS YE DECEMBER 2023

 **1,324**

DIRECT EMPLOYMENT IN TOURISM

2.1K

DIRECT EMPLOYMENT RATIO



16:1

1 IN 16 JOBS RELATES TO TOURISM



Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts FY 2021-22. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the FY 2022/2023. 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 2023.