



THE VALUE OF TOURISM IN THE FLINDERS RANGES & OUTBACK

YEAR END DECEMBER 2022

VISITOR EXPENDITURE



\$459M

YE DECEMBER 2019

\$576M

YE DECEMBER 2022

POTENTIAL YE DECEMBER 2025

\$638M

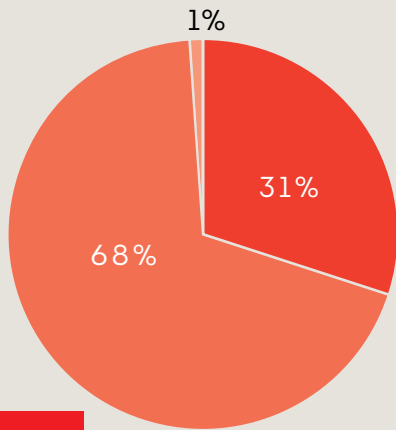
POTENTIAL YE DECEMBER 2030

\$804M

OVERNIGHT VISITORS PER YEAR

835K

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



VISITOR NIGHTS



3.6M

DOMESTIC DAY TRIPS



494K

TOURISM BUSINESSES YE JUNE 2022



500

HOTEL ROOMS YE DECEMBER 2022



1,241

DIRECT EMPLOYMENT

2.5K



DIRECT EMPLOYMENT RATIO

12:1



Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts FY 2020-21. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the FY 2021/2022. 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 2022.