









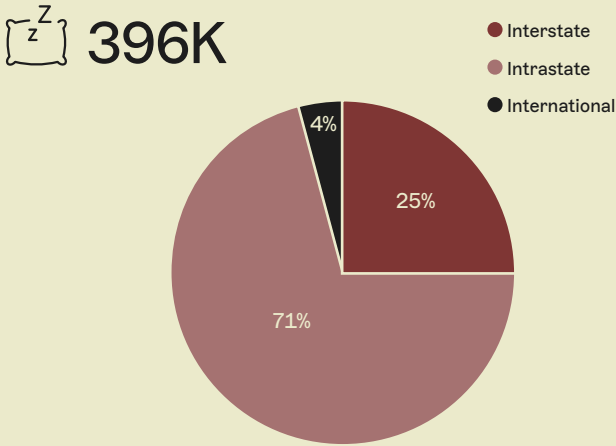
MURRAY RIVER, LAKES & COORONG— THE VALUE OF TOURISM

YEAR END DECEMBER 2024

VISITOR EXPENDITURE	VISITOR NIGHTS	DOMESTIC DAY TRIPS	TOURISM BUSINESSES
<div>\$223M</div> <div>YE December 2024</div>	<div>1.1M</div>	<div>677K</div>	<div>340</div> <div>YE June 2024</div>

VISITOR EXPENDITURE TARGETS	HOTEL ROOMS	DIRECT EMPLOYMENT IN TOURISM	DIRECT EMPLOYMENT RATIO
<div>\$196M</div> <div>YE December 2025</div>	<div>559</div>	<div>1.4K</div>	<div>15:1</div> <div>1 in 15 jobs relates to tourism</div>

OVERNIGHT VISITORS PER YEAR



SOURCES: TOURISM RESEARCH AUSTRALIA - NVS & IVS. EMPLOYMENT FIGURES FROM THE SA REGIONAL TOURISM SATELLITE ACCOUNTS FY 2022-23. TOURISM BUSINESS ESTIMATES ARE DERIVED BY TRA USING DATA SOURCED FROM THE AUSTRALIAN BUREAU OF STATISTICS (ABS), FOR THE FY 2023-2024. 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 2024.