

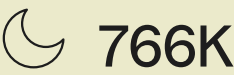
# ADELAIDE HILLS—THE VALUE OF TOURISM

YEAR END DECEMBER 2024

## VISITOR EXPENDITURE



## VISITOR NIGHTS



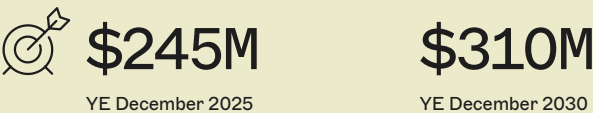
## DOMESTIC DAY TRIPS



## TOURISM BUSINESSES



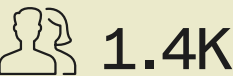
## VISITOR EXPENDITURE TARGETS



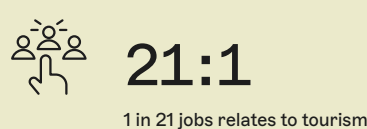
## HOTEL ROOMS



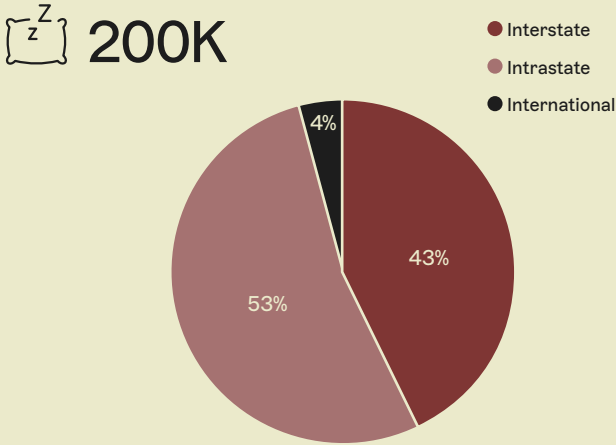
## DIRECT EMPLOYMENT IN TOURISM



## DIRECT EMPLOYMENT RATIO



## OVERNIGHT VISITORS PER YEAR



SOUTH AUSTRALIA



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.