



THE VALUE OF TOURISM IN  
**ADELAIDE**  
 YEAR END DECEMBER 2023

VISITOR EXPENDITURE

**\$4.5B**  
 YE DECEMBER 2019



**\$5.5B**  
 YE DECEMBER 2023

TARGET YE DECEMBER 2025  
**\$5.9B**

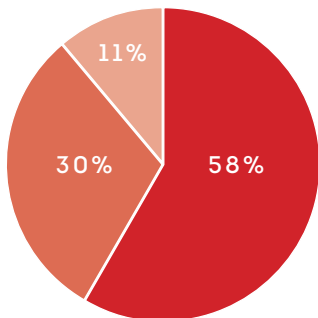


TARGET YE DECEMBER 2030  
**\$7.7B**

OVERNIGHT VISITORS PER YEAR

**3.4M**

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



VISITOR NIGHTS

**21.9M**

DOMESTIC DAY TRIPS

**5.2M**

TOURISM BUSINESSES YE JUNE 2023

**14.4K**

HOTEL ROOMS YE DECEMBER 2023

**10,779**

DIRECT EMPLOYMENT IN TOURISM

**16.6K**

DIRECT EMPLOYMENT RATIO



**45:1**

1 IN 45 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.