

# THE VALUE OF TOURISM ON THE LIMESTONE COAST

YEAR END DECEMBER 2023

## VISITOR EXPENDITURE

**\$421M**  
YE DECEMBER 2019



**\$520M**  
YE DECEMBER 2023

TARGET YE DECEMBER 2025

**\$479M**



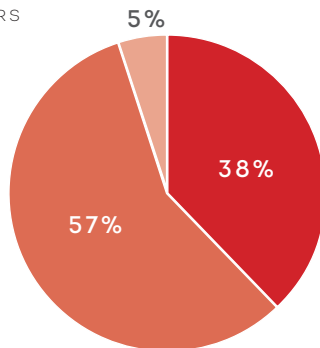
TARGET YE DECEMBER 2030

**\$609M**

## OVERNIGHT VISITORS PER YEAR

**763K**

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



## VISITOR NIGHTS

**2.1M**

## DOMESTIC DAY TRIPS

**800K**

## TOURISM BUSINESSES YE JUNE 2023

**770**

## HOTEL ROOMS YE DECEMBER 2023

**1,196**

## DIRECT EMPLOYMENT IN TOURISM

**2.0K**



## DIRECT EMPLOYMENT RATIO

**20:1**

1 IN 20 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.