

THE VALUE OF TOURISM IN THE  
**CLARE VALLEY**  
 YEAR END DECEMBER 2023

VISITOR EXPENDITURE

**\$117M**  
 YE DECEMBER 2019



**\$191M**  
 YE DECEMBER 2023

TARGET YE DECEMBER 2025

**\$132M**



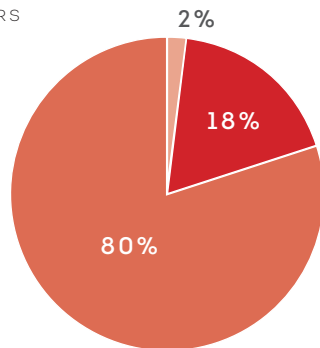
TARGET YE DECEMBER 2030

**\$166M**

OVERNIGHT VISITORS PER YEAR

**226K**

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



VISITOR NIGHTS

**608K**

DOMESTIC DAY TRIPS

**530K**

TOURISM BUSINESSES YE JUNE 2023

**200**

HOTEL ROOMS YE DECEMBER 2023

**185**

DIRECT EMPLOYMENT IN TOURISM

**600**

DIRECT EMPLOYMENT RATIO



**13:1**

1 IN 13 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.