





\$447M

| VISITOR EXPENDITURE



624K

DOMESTIC DAY TRIPS



747K

OVERNIGHT VISITORS PER YEAR



515

TOTAL BUSINESSES YEAR END JUNE 2017



30%

PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



1271

HOTEL ROOMS YEAR END DEC 2018



64%

PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



13:1

DIRECT EMPLOYMENT RATIO



6%

PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



2.1K

DIRECT EMPLOYMENT



3.3M

VISITOR NIGHTS



Sources: Tourism Research Australia - NVS & IVS. Tourism Business estimates derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the financial year 2016/17. Employment Figures from the State Tourism Satellite Accounts 2016-17. Full potential relates to the regional contribution to the 2020 \$8 billion target - please refer to the South Australian Tourism Plan 2020. Tourist Accommodation data are sourced from STR Global 10+ rooms for the year end December 2018.