







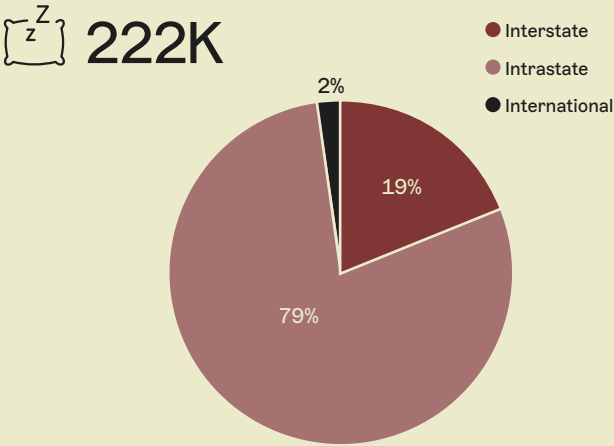


# CLARE VALLEY—THE VALUE OF TOURISM

YEAR END DECEMBER 2024

VISITOR EXPENDITURE	VISITOR NIGHTS	DOMESTIC DAY TRIPS	TOURISM BUSINESSES
<div></div> <div><div>\$162M</div><div>YE December 2024</div></div> <div><div>\$117M</div><div>YE December 2019</div></div>	<div></div> <div><div>465K</div></div>	<div></div> <div><div>356K</div></div>	<div></div> <div><div>200</div><div>YE June 2024</div></div>
VISITOR EXPENDITURE TARGETS	HOTEL ROOMS	DIRECT EMPLOYMENT IN TOURISM	DIRECT EMPLOYMENT RATIO
<div></div> <div><div>\$132M</div><div>YE December 2025</div></div> <div><div>\$166M</div><div>YE December 2030</div></div>	<div></div> <div><div>195</div></div>	<div></div> <div><div>500</div></div>	<div></div> <div><div>15:1</div><div>1 in 15 jobs relates to tourism</div></div>

## 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.