

ADELAIDE HILLS THE VALUE OF TOURISM

EXPENDITURE



\$124M | VISITOR EXPENDITURE



1.1M | DOMESTIC DAY TRIPS



134K | OVERNIGHT VISITORS PER YEAR



800 | TOTAL BUSINESSES YEAR END JUNE 2020



30% | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



563 | ATDW ROOMS YEAR END MARCH 2021



70% | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



17:1 | DIRECT EMPLOYMENT RATIO



0% | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



1.4K | DIRECT EMPLOYMENT



419K | VISITOR NIGHTS

Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts 2019-20. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for FY 2019/2020. The forecast totals for 2025 & 2030 relate to the regional contribution to the 2030 \$12.8 billion target - refer to the South Australian Visitor Economy Sector Plan 2030. Tourist Accommodation data is sourced from the Australian Tourism Data Warehouse (ATDW) for the year end March 2021.