

BAROSSA—THE VALUE OF TOURISM

YEAR END DECEMBER 2024

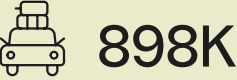
VISITOR EXPENDITURE



VISITOR NIGHTS



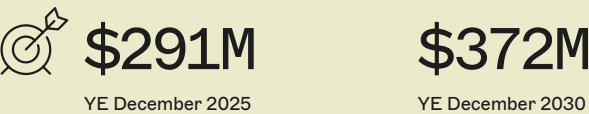
DOMESTIC DAY TRIPS



TOURISM BUSINESSES



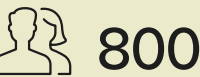
VISITOR EXPENDITURE TARGETS



HOTEL ROOMS



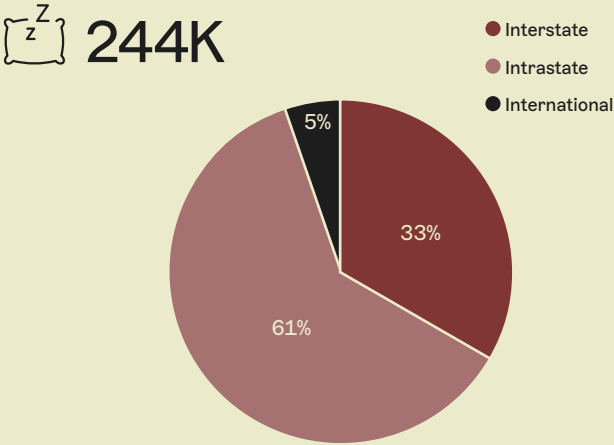
DIRECT EMPLOYMENT IN TOURISM



DIRECT EMPLOYMENT RATIO



OVERNIGHT VISITORS PER YEAR



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.