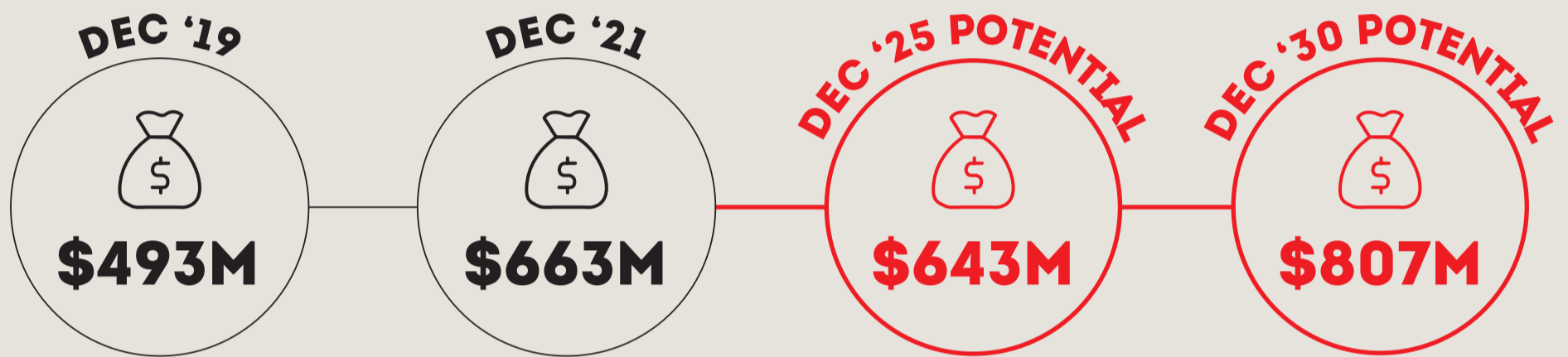


FLEURIEU PENINSULA

THE VALUE OF TOURISM

YEAR END DECEMBER 2021

EXPENDITURE



\$663M | VISITOR EXPENDITURE



2.6M | DOMESTIC DAY TRIPS



894K | OVERNIGHT VISITORS PER YEAR



900 | TOURISM BUSINESSES YEAR END JUNE 2021



15% | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



590 | HOTEL ROOMS YEAR END DEC 2021



85% | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



7:1 | DIRECT EMPLOYMENT RATIO



0% | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



3.7K | DIRECT EMPLOYMENT



2.6M | VISITOR NIGHTS

Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts FY 2019-20. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the FY 2020/2021. 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 2021.