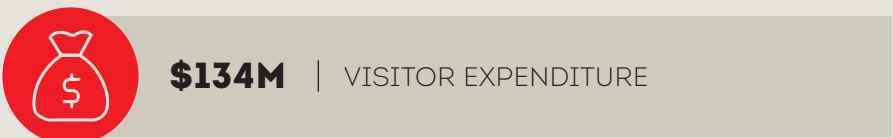
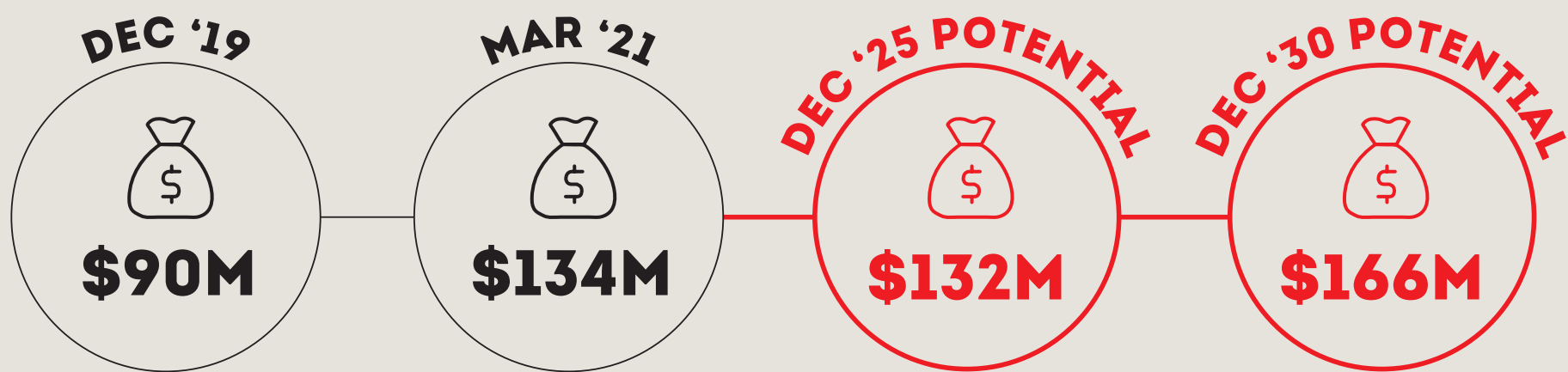


# CLARE VALLEY

## THE VALUE OF TOURISM

### EXPENDITURE



**\$134M** | VISITOR EXPENDITURE



**171K** | DOMESTIC DAY TRIPS



**210K** | OVERNIGHT VISITORS PER YEAR



**200** | TOTAL BUSINESSES YEAR END JUNE 2020



**21%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



**763** | ATDW ROOMS YEAR END MARCH 2021



**79%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



**10:1** | DIRECT EMPLOYMENT RATIO



**0%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



**600** | DIRECT EMPLOYMENT



**640K** | VISITOR NIGHTS