







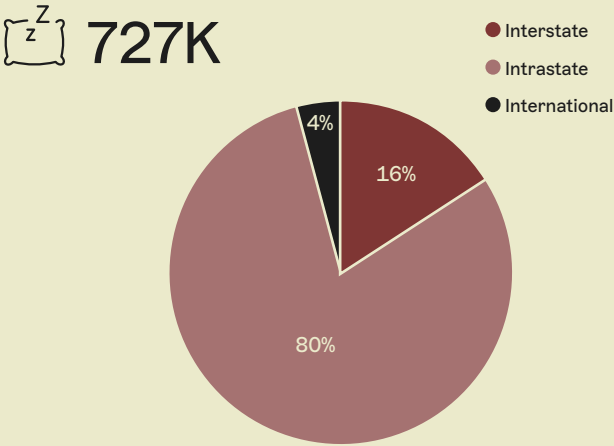


FLEURIEU PENINSULA—THE VALUE OF TOURISM

YEAR END DECEMBER 2024

VISITOR EXPENDITURE	VISITOR NIGHTS	DOMESTIC DAY TRIPS	TOURISM BUSINESSES
<div>\$519M</div> <div>YE December 2024</div>	<div>2.2M</div>	<div>2.6M</div>	<div>910</div> <div>YE June 2024</div>
VISITOR EXPENDITURE TARGETS	HOTEL ROOMS	DIRECT EMPLOYMENT IN TOURISM	DIRECT EMPLOYMENT RATIO
<div>\$643M</div> <div>YE December 2025</div>	<div>883</div>	<div>4.0K</div>	<div>8:1</div> <div>1 in 8 jobs relates to tourism</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.