





\$238M | VISITOR EXPENDITURE



608K

DOMESTIC DAY TRIPS



OVERNIGHT VISITORS PER YEAR



400

TOTAL BUSINESSES YEAR END JUNE 2020



7%

PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



1668

ATDW ROOMS YEAR END MARCH 2021



93%

PROPORTION THAT ARE INTRASTATE **OVERNIGHT VISITORS**



10:1

DIRECT EMPLOYMENT RATIO



PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



1.6K | DIRECT EMPLOYMENT



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 ϑ 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.