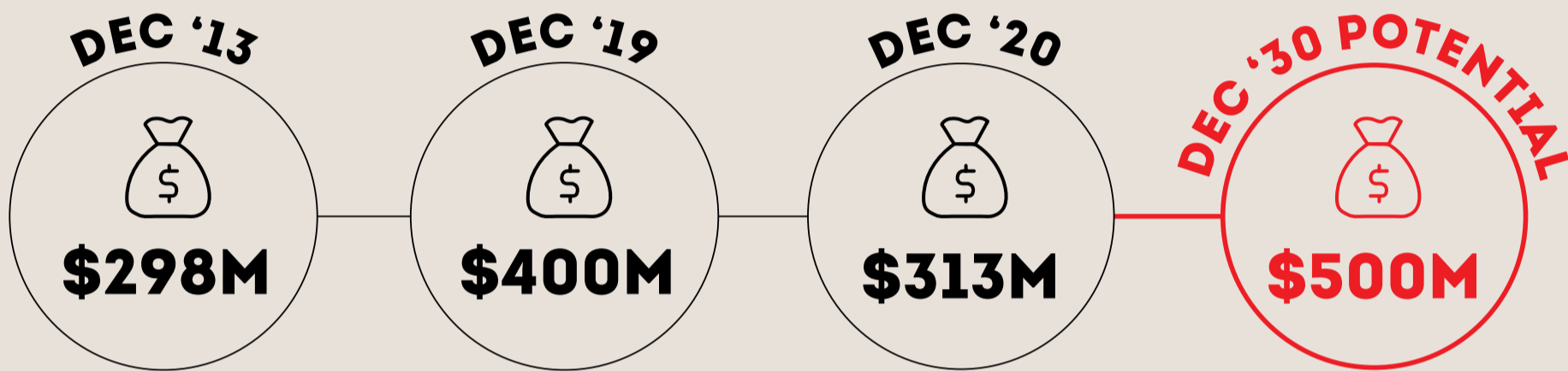


EYRE PENINSULA THE VALUE OF TOURISM

EXPENDITURE



\$400M | VISITOR EXPENDITURE



524K | DOMESTIC DAY TRIPS



470K | OVERNIGHT VISITORS PER YEAR



600 | TOTAL BUSINESSES YEAR END JUNE 2018



25% | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



987 | HOTEL ROOMS YEAR END JUNE 2016



70% | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



16:1 | DIRECT EMPLOYMENT RATIO



4% | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



1.7K | DIRECT EMPLOYMENT



2.0M | VISITOR NIGHTS

Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts 2017-18. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for FY 2017/2018. The forecast totals for 2020 & 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 are sourced from the ABS Survey of Tourist Accommodation, 15+ rooms, for the Year to June 2016.