

THE VALUE OF TOURISM IN THE ADELAIDE HILLS

YEAR END DECEMBER 2023



VISITOR EXPENDITURE

\$207M

YE DECEMBER 2019



\$293M

YE DECEMBER 2023

TARGET YE DECEMBER 2025

\$245M



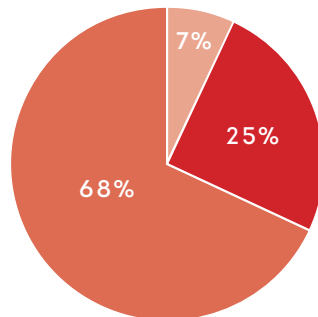
TARGET YE DECEMBER 2030

\$310M

OVERNIGHT VISITORS PER YEAR

233K

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



VISITOR NIGHTS



1.1M

DOMESTIC DAY TRIPS



1.4M

TOURISM BUSINESSES YE JUNE 2023



890

HOTEL ROOMS YE DECEMBER 2023



269

DIRECT EMPLOYMENT IN TOURISM

1.1K



DIRECT EMPLOYMENT RATIO

25:1

1 IN 25 JOBS RELATES
TO TOURISM



Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts FY 2021-22. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the FY 2022/2023. 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 2023.