YORKE PENINSULA

THE VALUE OF TOURISM IN

SOUTH AUSTRALIA

VISITOR EXPENDITURE



\$8.1B YE DECEMBER 2019



HOTEL ROOMS

POTENTIAL YE DECEMBER 2025

POTENTIAL YE DECEMBER 2030





OVERNIGHT VISITORS





4.5M

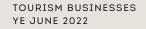
INTRASTATE





DOMESTIC DAY TRIPS





3 20K

181K INTERNATIONAL



6.9К

DIRECT EMPLOYMENT 37.3К





Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts FY 2020-21. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the FY 2021/2022. 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 2022.