

THE VALUE OF TOURISM IN SOUTH AUSTRALIA

YEAR END DECEMBER 2022

VISITOR EXPENDITURE



\$8.1B

YE DECEMBER 2019

\$8.3B

YE DECEMBER 2022

POTENTIAL YE DECEMBER 2025

\$10B

POTENTIAL YE DECEMBER 2030

\$12.8B

OVERNIGHT VISITORS



181K

INTERNATIONAL



2.6M

INTERSTATE



4.5M

INTRASTATE

DOMESTIC SEATS INTO
ADELAIDE EACH WEEK



82K

DOMESTIC DAY TRIPS



13.5M

TOURISM BUSINESSES
YE JUNE 2022



20K

HOTEL ROOMS
YE DECEMBER 2022



16.9K

DIRECT EMPLOYMENT

37.3K



DIRECT EMPLOYMENT RATIO

23:1