

# THE VALUE OF TOURISM IN THE BAROSSA

YEAR END DECEMBER 2022



## VISITOR EXPENDITURE



**\$235M**

YE DECEMBER 2019

**\$326M**

YE DECEMBER 2022

## POTENTIAL YE DECEMBER 2025

**\$291M**

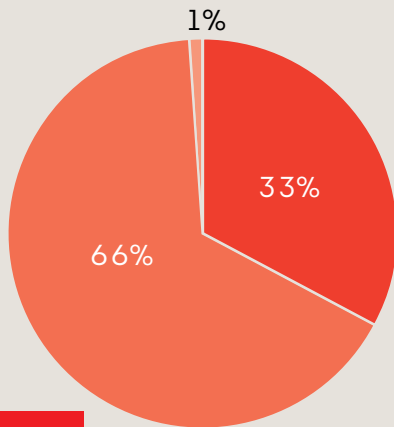
## POTENTIAL YE DECEMBER 2030

**\$372M**

## OVERNIGHT VISITORS PER YEAR

**319K**

- INTERSTATE
- INTRASTATE
- INTERNATIONAL

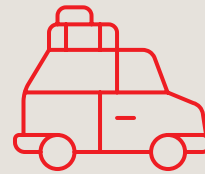


## VISITOR NIGHTS



**860K**

## DOMESTIC DAY TRIPS



**925K**

## TOURISM BUSINESSES YE JUNE 2022

**400**

## HOTEL ROOMS YE DECEMBER 2022



**509**

## DIRECT EMPLOYMENT

**1,100**



## DIRECT EMPLOYMENT RATIO

**17:1**



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.