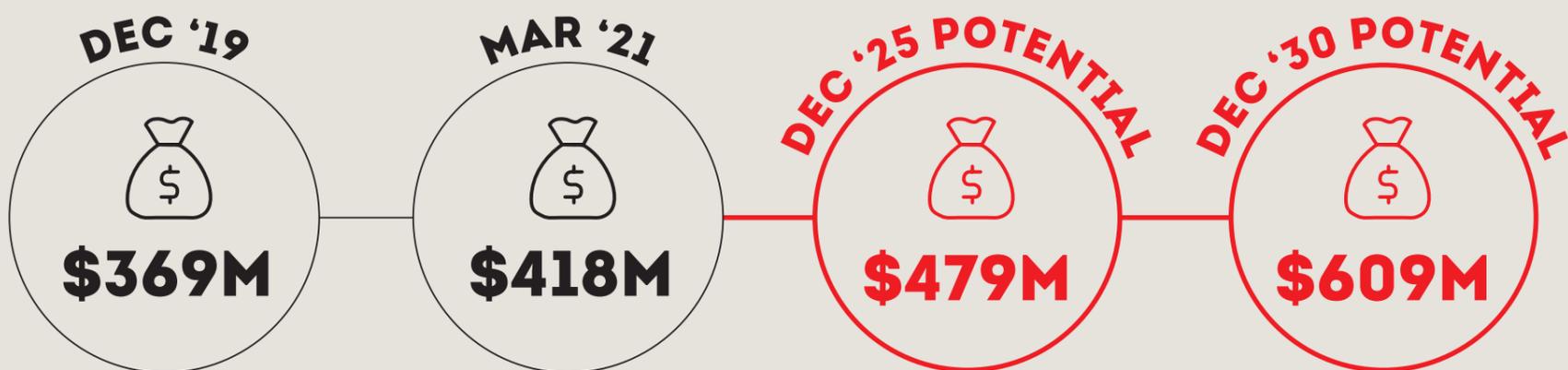


# LIMESTONE COAST THE VALUE OF TOURISM

## EXPENDITURE



**\$418M** | VISITOR EXPENDITURE



**677K** | DOMESTIC DAY TRIPS



**596K** | OVERNIGHT VISITORS PER YEAR



**700** | TOTAL BUSINESSES YEAR END JUNE 2020



**23%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



**2330** | ATDW ROOMS YEAR END MARCH 2021



**77%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



**16:1** | DIRECT EMPLOYMENT RATIO



**0%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



**2.1K** | DIRECT EMPLOYMENT



**1.8M** | VISITOR NIGHTS

*Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts 2019-20. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for FY 2019/2020. The forecast totals for 2025 & 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 is sourced from the Australian Tourism Data Warehouse (ATDW) for the year end March 2021.*