

THE VALUE OF TOURISM IN THE MURRAY RIVER, LAKES & COORONG

YEAR END DECEMBER 2023



VISITOR EXPENDITURE

\$281M

YE DECEMBER 2019



\$373M

YE DECEMBER 2023

TARGET YE DECEMBER 2025

\$196M



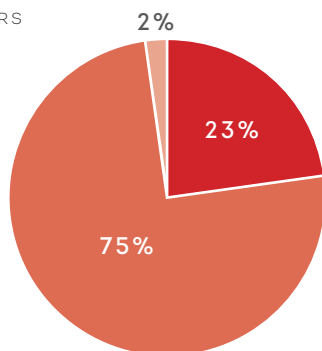
TARGET YE DECEMBER 2030

\$246M

OVERNIGHT VISITORS PER YEAR

363K

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



VISITOR NIGHTS



970K

DOMESTIC DAY TRIPS



1.1M

TOURISM BUSINESSES YE JUNE 2023



330

HOTEL ROOMS YE DECEMBER 2023



383

DIRECT EMPLOYMENT IN TOURISM

1.3K



DIRECT EMPLOYMENT RATIO

15:1

1 IN 15 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.