

## **EXPENDITURE**





\$545M

| VISITOR EXPENDITURE



2.5M

DOMESTIC DAY TRIPS



909K

OVERNIGHT VISITORS PER YEAR



800

TOTAL BUSINESSES YEAR END JUNE 2020



9%

PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



2777

ATDW ROOMS YEAR END MARCH 2021



91%

PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



7:1

DIRECT EMPLOYMENT RATIO



0%

PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



3.7K

DIRECT EMPLOYMENT



2.5M

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.