








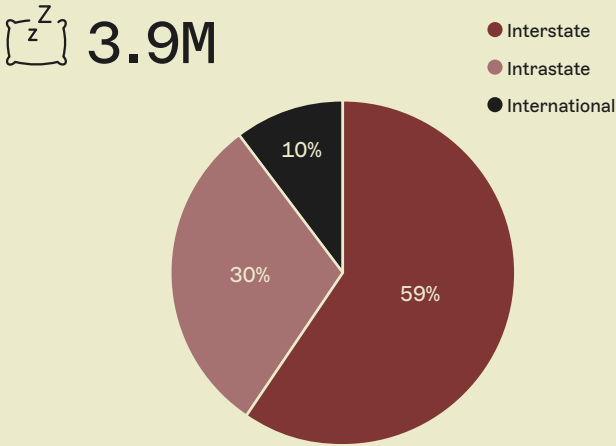


# ADELAIDE—THE VALUE OF TOURISM

YEAR END DECEMBER 2024

VISITOR EXPENDITURE	VISITOR NIGHTS	DOMESTIC DAY TRIPS	TOURISM BUSINESSES
<div>\$5.8B</div> <div>YE December 2024</div>	<div>22.6M</div>	<div>4.7M</div>	<div>14.5K</div> <div>YE June 2024</div>
<div>\$5.9B</div> <div>YE December 2025</div>	<div>11,283</div>	<div>21.9K</div>	<div>35:1</div> <div>1 in 35 jobs relates to tourism</div>
VISITOR EXPENDITURE TARGETS	HOTEL ROOMS	DIRECT EMPLOYMENT IN TOURISM	DIRECT EMPLOYMENT RATIO
<div>\$7.7B</div> <div>YE December 2030</div>			

## OVERNIGHT VISITORS PER YEAR



SOUTH  
AUSTRALIA



SOURCES: TOURISM RESEARCH AUSTRALIA - NVS & IVS. EMPLOYMENT FIGURES FROM THE SA REGIONAL TOURISM SATELLITE ACCOUNTS FY 2022-23. TOURISM BUSINESS ESTIMATES ARE DERIVED BY TRA USING DATA SOURCED FROM THE AUSTRALIAN BUREAU OF STATISTICS (ABS), FOR THE FY 2023-2024. 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 2024.