









# KANGAROO ISLAND—THE VALUE OF TOURISM

YEAR END DECEMBER 2024

VISITOR EXPENDITURE	VISITOR NIGHTS	DOMESTIC DAY TRIPS	TOURISM BUSINESSES
<div> <b>\$197M</b> YE December 2024</div> <div><b>\$190M</b> YE December 2019</div>	<div> <b>639K</b></div>	<div> <b>92K</b></div>	<div> <b>110</b> YE June 2024</div>
VISITOR EXPENDITURE TARGETS	HOTEL ROOMS	DIRECT EMPLOYMENT IN TOURISM	DIRECT EMPLOYMENT RATIO
<div> <b>\$199M</b> YE December 2025</div> <div><b>\$268M</b> YE December 2030</div>	<div> <b>428</b></div>	<div> <b>1.1K</b></div>	<div> <b>3:1</b> 1 in 3 jobs relates to tourism</div>

## OVERNIGHT VISITORS PER YEAR

