

# KANGAROO ISLAND—THE VALUE OF TOURISM

YEAR END DECEMBER 2024

## VISITOR EXPENDITURE

 **\$197M**  
YE December 2024

**\$190M**  
YE December 2019

## VISITOR NIGHTS

 **639K**

## DOMESTIC DAY TRIPS

 **92K**

## TOURISM BUSINESSES

 **110**  
YE June 2024

## VISITOR EXPENDITURE TARGETS

 **\$199M**  
YE December 2025

**\$268M**  
YE December 2030

## HOTEL ROOMS

 **428**

## DIRECT EMPLOYMENT IN TOURISM

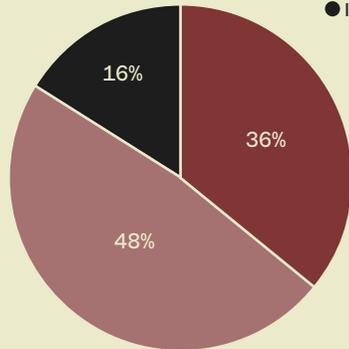
 **1.1K**

## DIRECT EMPLOYMENT RATIO

 **3:1**  
1 in 3 jobs relates to tourism

## OVERNIGHT VISITORS PER YEAR

 **182K**



- Interstate
- Intrastate
- International



**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.