CLARE VALLEY
THE VALUE OF TOURISM

EXPENDITURE

**DEC ‘13**
$78M

**JUNE ‘19**
$88M

**DEC ‘20 POTENTIAL**
$104M

- **$88M** | VISITOR EXPENDITURE
- **299K** | DOMESTIC DAY TRIPS
- **181K** | OVERNIGHT VISITORS PER YEAR
- **181** | TOTAL BUSINESSES YEAR END JUNE 2017
- **33%** | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS
- **147** | HOTEL ROOMS YEAR END DEC 2018
- **65%** | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS
- **12:1** | DIRECT EMPLOYMENT RATIO
- **2%** | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS
- **500** | DIRECT EMPLOYMENT
- **428K** | VISITOR NIGHTS


TOURISM.SA.GOV.AU