

VISITOR EXPENDITURE



\$90M YE DECEMBER 2019

\$152M

YE DECEMBER 2022

POTENTIAL YE DECEMBER 2025



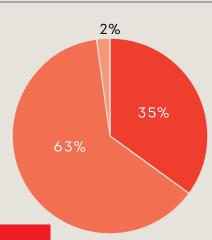
POTENTIAL YE DECEMBER 2030



OVERNIGHT VISITORS PER YEAR

196K

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



VISITOR NIGHTS



476K

DOMESTIC DAY TRIPS



239K

TOURISM BUSINESSES **YE JUNE 2022**



HOTEL ROOMS YE DECEMBER 2022



DIRECT EMPLOYMENT

600



DIRECT EMPLOYMENT RATIO

10:1





Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts FY 2020-21. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the FY 2021/2022. 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 2022.