

# LIMESTONE COAST—THE VALUE OF TOURISM

YEAR END DECEMBER 2024

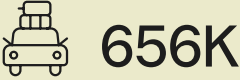
## VISITOR EXPENDITURE



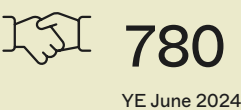
## VISITOR NIGHTS



## DOMESTIC DAY TRIPS



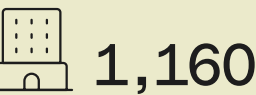
## TOURISM BUSINESSES



## VISITOR EXPENDITURE TARGETS



## HOTEL ROOMS



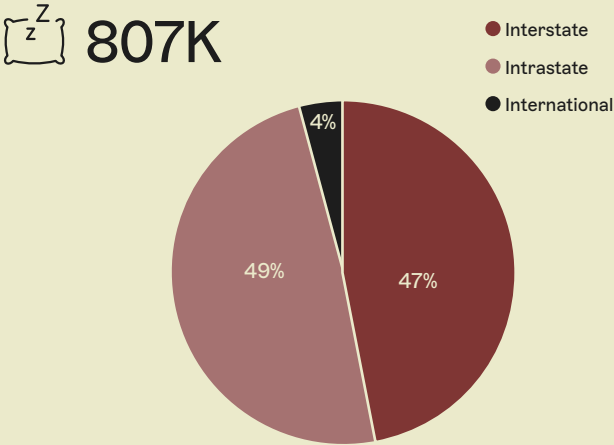
## DIRECT EMPLOYMENT IN TOURISM



## DIRECT EMPLOYMENT RATIO



## 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.