

# THE VALUE OF TOURISM IN THE BAROSSA

YEAR END DECEMBER 2023

## VISITOR EXPENDITURE

**\$225M**

YE DECEMBER 2019



**\$261M**

YE DECEMBER 2023

TARGET YE DECEMBER 2025

**\$291M**



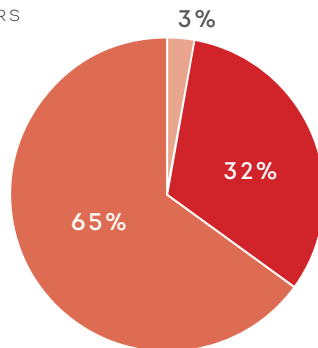
TARGET YE DECEMBER 2030

**\$372M**

## OVERNIGHT VISITORS PER YEAR

**343K**

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



## VISITOR NIGHTS



**817K**

## HOTEL ROOMS YE DECEMBER 2023



**529**

## DOMESTIC DAY TRIPS



**758K**

## DIRECT EMPLOYMENT IN TOURISM

**500**

## TOURISM BUSINESSES YE JUNE 2023



**410**

## DIRECT EMPLOYMENT RATIO



**44:1**

1 IN 44 JOBS RELATES TO TOURISM



Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts FY 2021-22. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the FY 2022/2023. 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 2023.