

THE VALUE OF TOURISM IN THE FLEURIEU PENINSULA

YEAR END DECEMBER 2023



VISITOR EXPENDITURE

\$559M

YE DECEMBER 2019



\$837M

YE DECEMBER 2023

TARGET YE DECEMBER 2025

\$643M



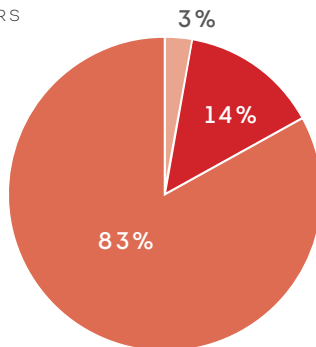
TARGET YE DECEMBER 2030

\$807M

OVERNIGHT VISITORS PER YEAR

868K

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



VISITOR NIGHTS

 **2.7M**

DOMESTIC DAY TRIPS

 **2.8M**

TOURISM BUSINESSES YE JUNE 2023

 **890**

HOTEL ROOMS YE DECEMBER 2023

 **717**

DIRECT EMPLOYMENT IN TOURISM

4.0K



DIRECT EMPLOYMENT RATIO

8:1

1 IN 8 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.