

# THE VALUE OF TOURISM IN THE EYRE PENINSULA

YEAR END DECEMBER 2023

## VISITOR EXPENDITURE

**\$550M**  
YE DECEMBER 2019



**\$591M**  
YE DECEMBER 2023

TARGET YE DECEMBER 2025

**\$397M**



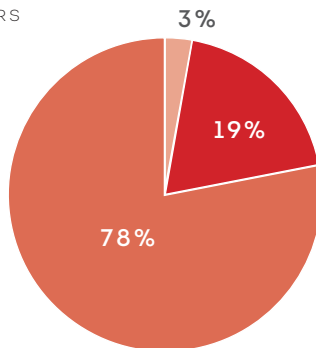
TARGET YE DECEMBER 2030

**\$500M**

## OVERNIGHT VISITORS PER YEAR

**537K**

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



## VISITOR NIGHTS

**2.2M**

## DOMESTIC DAY TRIPS

**532K**

## TOURISM BUSINESSES YE JUNE 2023

**600**

## HOTEL ROOMS YE DECEMBER 2023

**1,087**

## DIRECT EMPLOYMENT IN TOURISM

**2.1K**

## DIRECT EMPLOYMENT RATIO



**15:1**

1 IN 15 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.