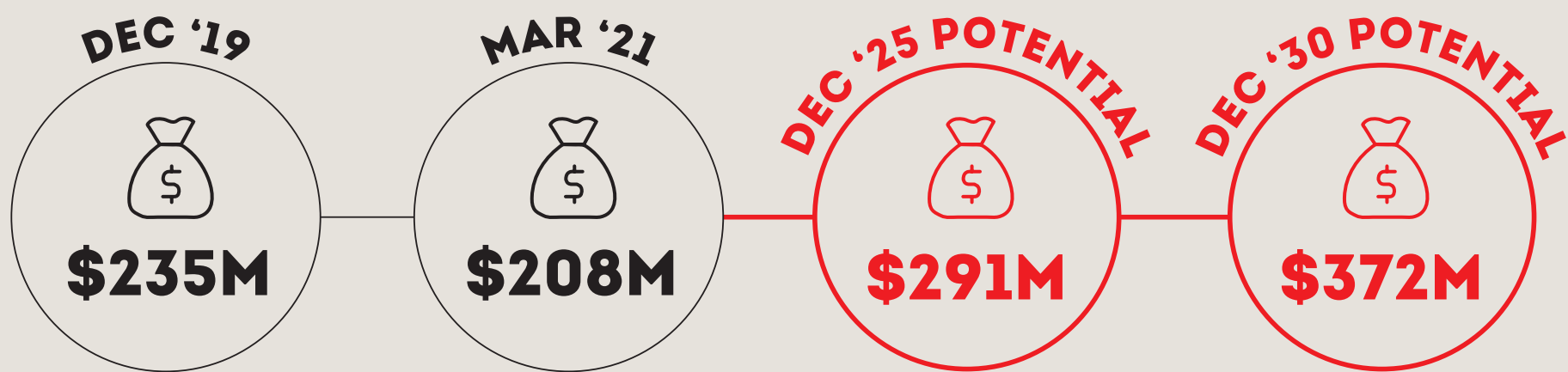


Y A L U M B A
P A T C H W O R K

BAROSSA

THE VALUE OF TOURISM

EXPENDITURE



\$208M | VISITOR EXPENDITURE



731K | DOMESTIC DAY TRIPS



223K | OVERNIGHT VISITORS PER YEAR



400 | TOTAL BUSINESSES YEAR END JUNE 2020



7% | PROPORTION THAT ARE INTERSTATE OVERNIGHT VISITORS



964 | ATDW ROOMS YEAR END MARCH 2021



93% | PROPORTION THAT ARE INTRASTATE OVERNIGHT VISITORS



23:1 | DIRECT EMPLOYMENT RATIO



0% | PROPORTION THAT ARE INTERNATIONAL OVERNIGHT VISITORS



800 | DIRECT EMPLOYMENT



538K | VISITOR NIGHTS