

# THE VALUE OF TOURISM ON THE LIMESTONE COAST

YEAR END DECEMBER 2022

## VISITOR EXPENDITURE



**\$369M**

YE DECEMBER 2019

**\$441M**

YE DECEMBER 2022

POTENTIAL YE DECEMBER 2025

**\$479M**

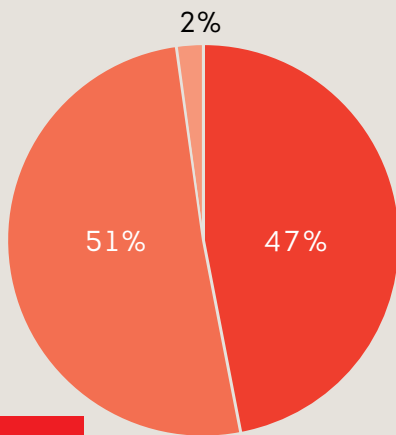
POTENTIAL YE DECEMBER 2030

**\$609M**

## OVERNIGHT VISITORS PER YEAR

**622K**

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



## VISITOR NIGHTS



**1.9M**

## DOMESTIC DAY TRIPS



**827K**

## TOURISM BUSINESSES YE JUNE 2022



**800**

## HOTEL ROOMS YE DECEMBER 2022



**1,181**

## DIRECT EMPLOYMENT

**2.7K**



## DIRECT EMPLOYMENT RATIO

**13:1**



Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts FY 2020-21. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the FY 2021/2022. 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 2022.