FLINDERS RANGES & OUTBACK—THE VALUE OF TOURISM

YEAR END DECEMBER 2024

VISITOR EXPENDITURE VISITOR NIGHTS DOMESTIC DAY TRIPS TOURISM BUSINESSES \$603M **≝** 556K \$514M 均 490

YE December 2024

YE June 2024

VISITOR EXPENDITURE TARGETS

HOTEL ROOMS

DIRECT EMPLOYMENT IN TOURISM

DIRECT EMPLOYMENT RATIO



\$638M

YF December 2025

\$804M

YF December 2030



1,167

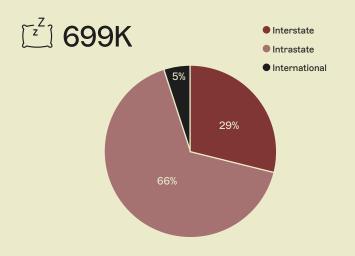


2.4K



1 in 14 jobs relates to tourism

OVERNIGHT VISITORS PER YEAR







SOURCES: TOURISM RESEARCH AUSTRALIA - NVS & IVS. EMPLOYMENT FIGURES FROM THE SA REGIONAL TOURISM SATELLITE ACCOUNTS FY 2022-23. TOURISM BUSINESS ESTIMATES ARE DERIVED BY TRA USING DATA SOURCED FROM THE AUSTRALIAN BUREAU OF STATISTICS (ABS), FOR THE FY 2023-2024. 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 2024.