MURRAY RIVER, LAKES & COORONG

THE VALUE OF TOURISM YEAR END DECEMBER 2021



EXPENDITURE





\$211M | VISITOR EXPENDITURE



574K

DOMESTIC DAY TRIPS



391K

OVERNIGHT VISITORS PER YEAR



300

TOURISM BUSINESSES YEAR END JUNE 2021



16%

PROPORTION THAT ARE INTERSTATE **OVERNIGHT VISITORS**



300

HOTEL ROOMS YEAR END DEC 2021



84%

PROPORTION THAT ARE INTRASTATE **OVERNIGHT VISITORS**



11:1

DIRECT EMPLOYMENT RATIO



PROPORTION THAT ARE INTERNATIONAL **OVERNIGHT VISITORS**





1.0M

VISITOR NIGHTS



Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the SA Regional Tourism Satellite Accounts FY 2019-20. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the FY 2020/2021. 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 2021.