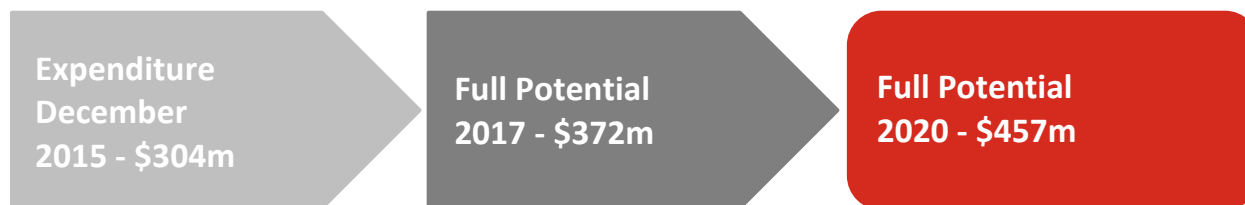


South Australian Tourism Commission
TOURISM RESEARCH



The Value of Tourism on the Limestone Coast

3 Year Annual Average to December 2015



	\$304m	Visitor Expenditure
	535k	Overnight Visitors / Year
	37%	Proportion that are Interstate Overnight Visitors
	55%	Proportion that are Intrastate Overnight Visitors
	8%	Proportion that are International Overnight Visitors
	1.7m	Visitor Nights
	1800	Direct Employment
	871	Tourism Businesses Yr end June 2015
	1151	Hotel Rooms Yr end June 2015

Sources: Tourism Research Australia - NVS & IVS.

Employment Figures from the SA Regional Tourism Satellite Accounts 2013-14.

Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for the financial year 2014/2015.

Full potential relates to the regional contribution to the 2020 \$8 billion target - please refer to State Tourism Plan.

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