

# THE VALUE OF TOURISM IN THE CLARE VALLEY

YEAR END DECEMBER 2022

## VISITOR EXPENDITURE



**\$90M**

YE DECEMBER 2019

**\$152M**

YE DECEMBER 2022

POTENTIAL YE DECEMBER 2025

**\$132M**

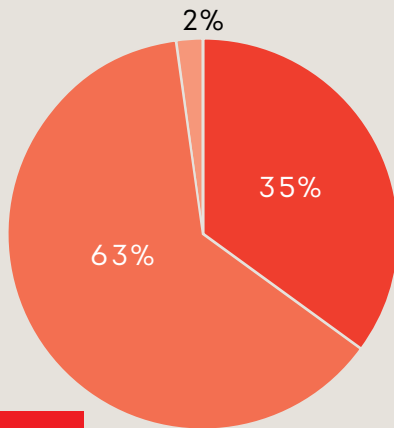
POTENTIAL YE DECEMBER 2030

**\$166M**

## OVERNIGHT VISITORS PER YEAR

**196K**

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



## VISITOR NIGHTS



**476K**

## DOMESTIC DAY TRIPS



**239K**

## TOURISM BUSINESSES YE JUNE 2022



**200**

## HOTEL ROOMS YE DECEMBER 2022



**185**

## DIRECT EMPLOYMENT

**600**



## DIRECT EMPLOYMENT RATIO

**10:1**