

THE VALUE OF TOURISM ON KANGAROO ISLAND

YEAR END DECEMBER 2022

VISITOR EXPENDITURE



\$141M

YE DECEMBER 2019

\$187M

YE DECEMBER 2022

POTENTIAL YE DECEMBER 2025

\$199M

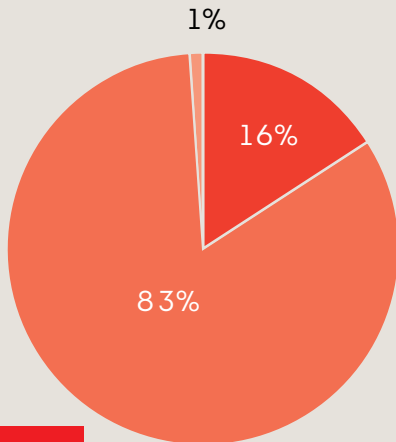
POTENTIAL YE DECEMBER 2030

\$268M

OVERNIGHT VISITORS PER YEAR

171K

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



VISITOR NIGHTS



647K

HOTEL ROOMS
YE DECEMBER 2022



324

DOMESTIC DAY TRIPS



26K

DIRECT EMPLOYMENT

1.2K



TOURISM BUSINESSES YE JUNE 2022



100

DIRECT EMPLOYMENT RATIO

2:1



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.