

THE VALUE OF TOURISM IN THE RIVERLAND

YEAR END DECEMBER 2022

VISITOR EXPENDITURE



\$182M

YE DECEMBER 2019

\$240M

YE DECEMBER 2022

POTENTIAL YE DECEMBER 2025

\$247M

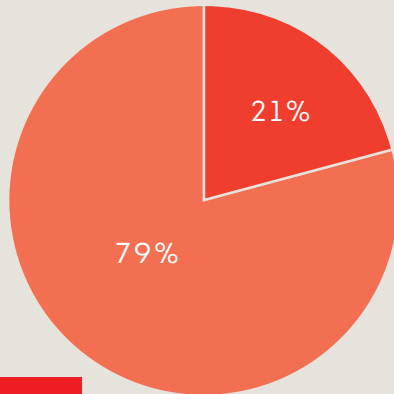
POTENTIAL YE DECEMBER 2030

\$317M

OVERNIGHT VISITORS PER YEAR

412K

- INTERSTATE
- INTRASTATE
- INTERNATIONAL - 0%



VISITOR NIGHTS



1.2K

DOMESTIC DAY TRIPS



453K

TOURISM BUSINESSES YE JUNE 2022



300

HOTEL ROOMS YE DECEMBER 2022



557

DIRECT EMPLOYMENT

1.4K



DIRECT EMPLOYMENT RATIO

11:1



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.