

THE VALUE OF TOURISM IN THE FLEURIEU PENINSULA

YEAR END DECEMBER 2022

VISITOR EXPENDITURE



\$493M

YE DECEMBER 2019

\$665M

YE DECEMBER 2022

POTENTIAL YE DECEMBER 2025

\$643M

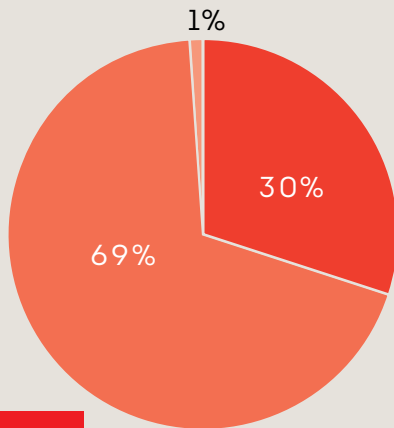
POTENTIAL YE DECEMBER 2030

\$807M

OVERNIGHT VISITORS PER YEAR

783K

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



VISITOR NIGHTS



2.3M

DOMESTIC DAY TRIPS



2.7M

TOURISM BUSINESSES YE JUNE 2022



900

HOTEL ROOMS YE DECEMBER 2022



655

DIRECT EMPLOYMENT

4.2K



DIRECT EMPLOYMENT RATIO

6:1