

THE VALUE OF TOURISM IN ADELAIDE

YEAR END DECEMBER 2022



VISITOR EXPENDITURE



\$4.5B

YE DECEMBER 2019

\$4.4B

YE DECEMBER 2022

POTENTIAL YE DECEMBER 2025

\$5.9B

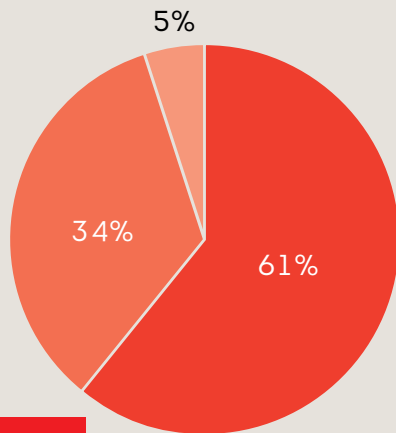
POTENTIAL YE DECEMBER 2030

\$7.7B

OVERNIGHT VISITORS PER YEAR

3.1M

- INTERSTATE
- INTRASTATE
- INTERNATIONAL



VISITOR NIGHTS



14.7M

HOTEL ROOMS
YE DECEMBER 2022



10,177

DOMESTIC DAY TRIPS



4.7M

DIRECT EMPLOYMENT

15.9K

TOURISM BUSINESSES YE JUNE 2022



14.6K

DIRECT EMPLOYMENT RATIO

40:1



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.