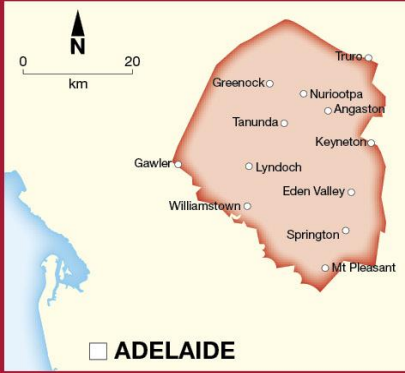




Kingsford Homestead, Kingsford



# BAROSSA

REGIONAL TOURISM PROFILE JUNE 2010 - 2012

### Annual Visitor Summary June 2010 - 2012

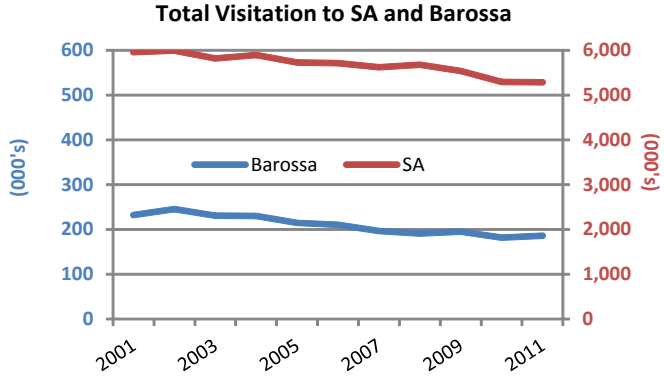
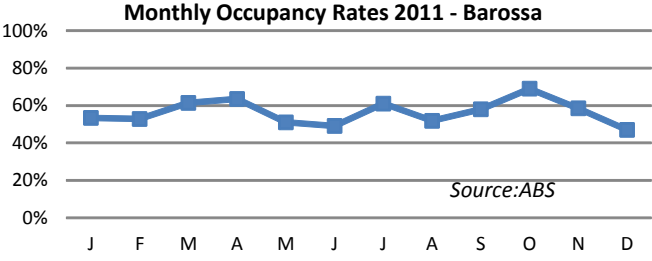
	Intrastate	Interstate	Total Domestic	International	Total visits
<b>Visits</b>	96,000	81,000	<b>178,000</b>	10,000	<b>187,000</b>
<b>%</b>	51%	43%	<b>95%</b>	5%	<b>100%</b>
<b>Nights</b>	194,000	226,000	<b>420,000</b>	62,000	<b>482,000</b>
<b>%</b>	40%	47%	<b>87%</b>	13%	<b>100%</b>
<b>Average Length of Stay</b>	2.0	2.8	<b>2.4</b>	6.2	<b>2.6</b>

### DAY TRIPS

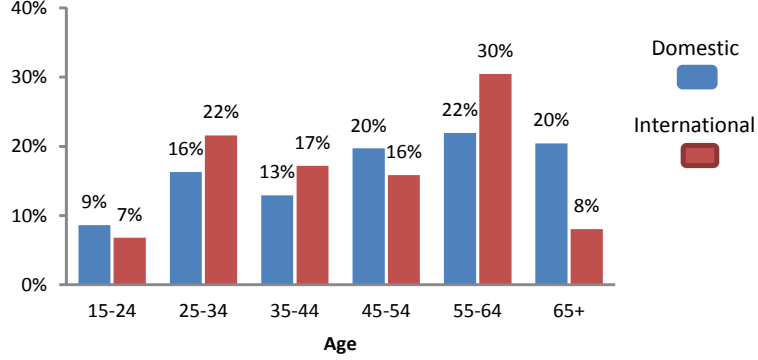
Average annual Day Trips to the Barossa Tourism Region					695,000
	Holiday	VFR	Business	Other	Total
<b>Visits</b>	102,000	52,000	29,000	np	<b>187,000</b>
<b>%</b>	55%	28%	16%	np	<b>100%</b>
<b>Nights</b>	259,000	133,000	49,000	np	<b>482,000</b>
<b>%</b>	54%	28%	10%	np	<b>100%</b>
<b>Average Length of Stay</b>	2.5	2.6	1.7	np	<b>2.6</b>

### Hotels, Motels and Serviced Apartments with 15+ rooms

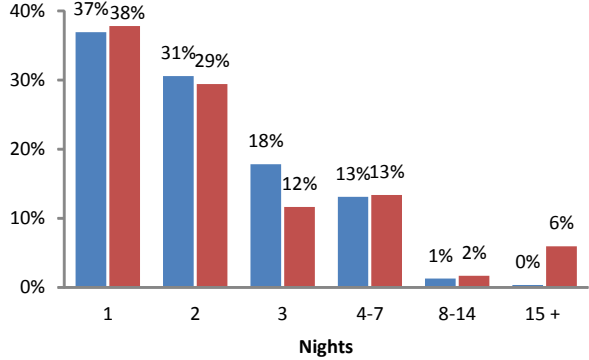
Establishments	Rooms	Occupancy	Takings \$m
10	407	56%	\$13



### Age of visitors to the Barossa Tourism Region



### Length of visit to the Barossa Tourism Region



## DOMESTIC VISITOR PROFILE

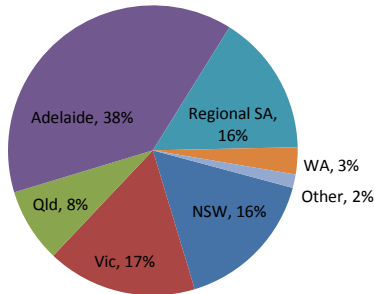
Average annual visitors

PURPOSE	Holiday	VFR	Other	Total
Visits	94,333	52,000	32,000	<b>178,000</b>
%	53%	29%	18%	<b>100%</b>
Nights	230,000	127,000	63,000	<b>420,000</b>
%	55%	30%	15%	<b>100%</b>
ALOS	2.4	2.4	2.0	<b>2.4</b>

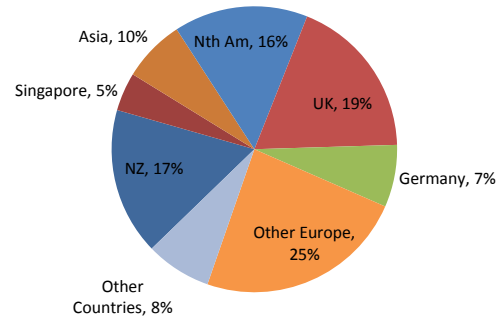
## INTERNATIONAL VISITOR PROFILE

PURPOSE	Holiday	VFR	Other	Total
Visits	8,000	np	np	<b>10,000</b>
%	80%	np	np	<b>100%</b>
Nights	29,000	np	np	<b>62,000</b>
%	47%	np	np	<b>100%</b>
ALOS	3.6	np	np	<b>6.2</b>

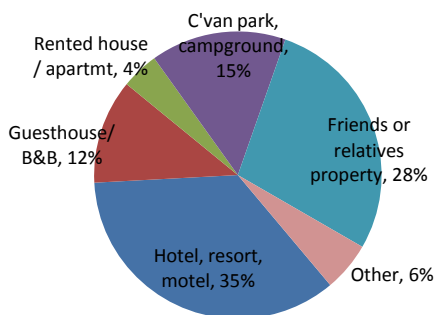
### Origin of domestic visitors to the Barossa



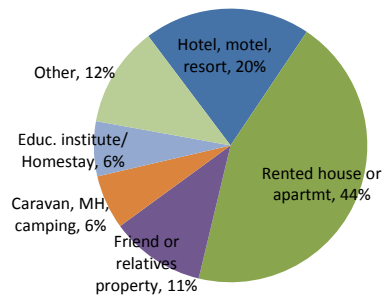
### Origin of international visitors to the Barossa



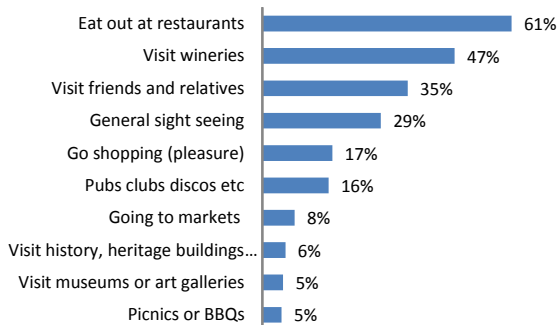
### Accommodation used in the Barossa for domestic visitor nights



### Accommodation used in the Barossa for international visitor nights



### Domestic visitor activities - Barossa tourism region



### Tourism listings June 2012 - Barossa

Attractions	116	Tour Operators	22
Accredited VICs	2	Events	18
Total Accommodation listings		124	
Hotels, motels, resorts	11	Backpackers/hostels	2
C'van parks/camp grnds	2	B & Bs	83
Cabins and Cottages	65	Self Cont. properties	98

Note: some listings have multiple categories of accommodation.

Source: Australian Tourism Data Warehouse

Prepared by the South Australian Tourism Commission, Sep 2012.

#### Sources

Unless otherwise stated, all data in this report is from the International Visitor and National Visitor Surveys (IVS and NVS) conducted by Tourism Research Australia. These sources are based on sample surveys and as with all sample surveys, are subject to sampling errors. Caution is required in interpreting some estimates. In particular, regional estimates can be affected by small sample size and can be subject to a high level of sampling error. Regional data should accordingly be used with a high level of caution and treated as being for indicative purposes only.

\* ABS: Survey of Tourism Accommodation, hotels, motels, guest houses and serviced apartments with 15 or more rooms. Cat. No. 863545001

Unless otherwise stated, all data refers to the Annual Average results for the 3 years from June 2010 to June 2012. Totals may not add to 100% due to rounding. np = not published due to small sample size. VFR = Visiting Friends and Relatives. ALOS = Average Length of Stay.

