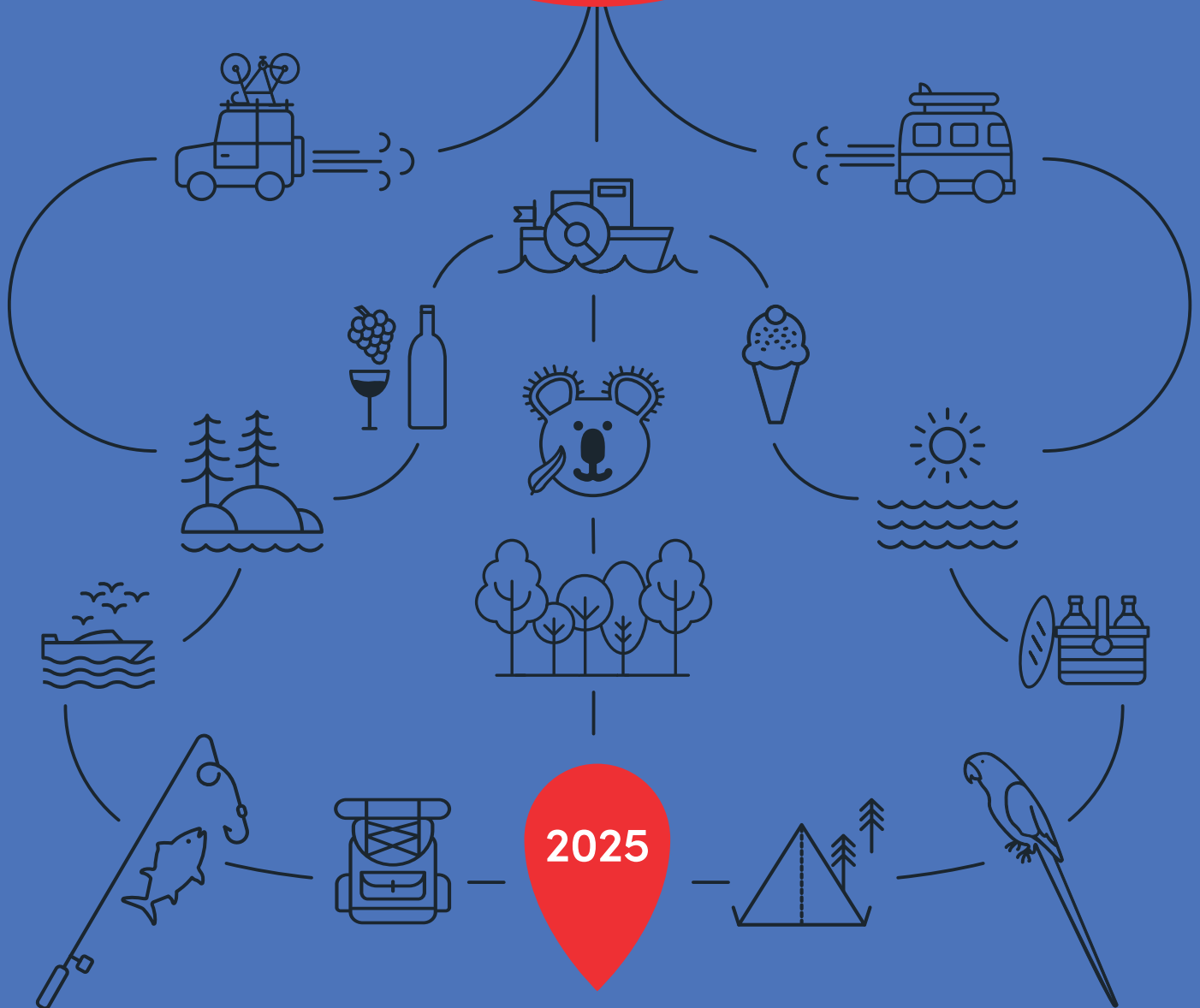


**SOUTH
AUSTRALIAN**

REGIONAL

**VISITOR
STRATEGY**



**Realising the potential of the
regional visitor economy by 2025**










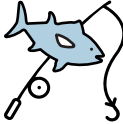


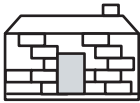




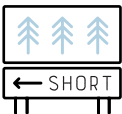




ACKNOWLEDGEMENT OF COUNTRY

South Australia's Regional Tourism Organisation's, the South Australian Tourism Commission, and their collective stakeholders acknowledge Aboriginal people as the First People and Nations of the lands and waters we live and work upon.

We pay our respects to their Elders past, present and emerging. We acknowledge and respect the deep spiritual connection and relationship Aboriginal and Torres Strait Islander people have to Country.

Regional response priorities

Each region has a selection of experiences which reflect the strengths and priorities of that region.

				
Aquatic adventures	Beach / coastal	Camping	Caravanning	Cycling
				
Domestic visitors	Family	Fishing	Food, wine and beverages	Hiking
				
Historic	International visitors	Aboriginal experiences	Local produce	Nature / wildlife
				
Short drive (close to Adelaide)	Long drive (touring route)	Regional airport	Regional transport	Water experiences
				Wellness



Clare Valley



VISITOR SPEND

\$90 million

EMPLOYMENT IN REGION

500 direct + 200 indirect =

700 jobs

1 in 13 jobs supported by the tourism industry

POTENTIAL



VISITORS

	VISITS	EXPENDITURE
Day trips	303,000	\$28m
Overnight	186,000	\$62m
OVERNIGHT SPLIT		
International	4,000	\$2m
Interstate	57,000	\$22m
Intrastate	125,000	\$38m

OCCUPANCY AND RATES

	CLARE VALLEY	REGIONAL AVERAGE
Occupancy	65%	51%
RevPAR (average yield of a hotel room)	\$84	\$76

193 tourism businesses
237 businesses listed on Australian Tourism Data Warehouse (ATDW)

Sources: International Visitor Survey, National Visitor Survey, Tourism Research Australia December 2019, STR Global, Australian Tourism Data Warehouse, Australian Bureau of Statistics, Regional Tourism Satellite Accounts 2018-19

Clare Valley priorities

Building off the region's strong self-drive visitor market, the focus for the Clare Valley is to encourage high spending interstate and international visitors to stay overnight in the region. Developing sustainable and commissionable nature-based, heritage, wellness and epicurean visitor experiences and additional quality accommodation will be key.

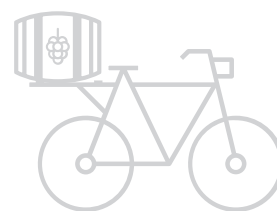
Marketing

- Position the region as authentically Australian: offering epicurean, nature-based, wellness, outback, and heritage experiences.
- Market the Clare Valley to those intrastate, interstate, and international visitors seeking either an active or indulgent holiday.
- Grow the region's marketing impact and leads to operators by aligning with South Australian Tourism Commission's digital and other marketing strategies.
- Ensure Clare Valley's Breathe It In messaging is across all communication with fresh visual assets.

Experience and supply development

- Use the region's excellent network of trails for the development of new soft adventure, wellness, and Aboriginal tourism experiences.
- Develop more authentic food and wine visitor experiences that lend to the local agricultural industry, while enhancing existing offerings.
- Develop an aviation tourism strategy for the region to encourage visitors to arrive via helicopters and small planes.

- Develop and expand experiences around the touring routes that support dispersal through regions and appeal to the self-drive market.
- Increase the number of commissionable visitor experiences in the region.
- Develop more experiential accommodation offerings linked to local farms and vineyards.
- Aim to develop 19 new and 14 upgraded rooms (from 3 to 4-star) in the region by 2025.
- Encourage the development of a boutique 6-star offering.
- Improve the ongoing maintenance of key heritage assets such as Burra Cultural Centre and Martindale Hall.
- Make nature-based assets more accessible via the provision of amenities and signage.
- Significantly improve telecommunications.
- Improve the capture of regional visitor spend information to support future tourism investment.
- Create opportunities for in-region operators to collaborate and package together to increase nights in region.



The Clare Valley's Riesling Trail was one of the first rail-trails to be developed in South Australia. It runs for 35 kilometres.



Collaboration

- Continue to develop strengthened linkages between local councils and tourism associations.
- Build stronger connections with neighbouring regions such as Yorke Peninsula, Barossa, Riverland, and Southern Flinders Ranges.
- Continue to leverage the Explorers Way and Epicurean Way touring routes as marketing platforms for the region and grow stopovers to the Clare Valley from those heading to and from the Flinders Ranges and Outback.
- Continue to evolve regional Visitor Information Services in Clare Valley, Goyder, and Port Wakefield and strengthen the region's capacity to meet visitor information needs where and when they seek it.

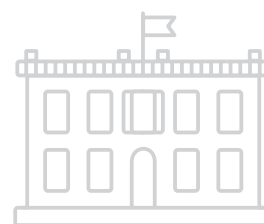
Industry capability

- Raise industry capability in digital marketing, customer service, event management, event promotion, tour guiding and commissionable products.

- Explore ways to attract and retain quality staff in the regions (especially chefs and front-of-house staff).
- Explore potential rideshare partnerships (e.g. Uber) to improve transport services available in the region.
- Invest in future tourism leaders through youth initiatives.

Leisure and business events

- Continue to support events which showcase the region's local produce story and encourage longer visitor stays and spend.
- Focus on value not volume for key events.
- Encourage conferences and weddings to choose Clare Valley.
- Drive in-region dispersal via flagship events such as Clare Valley Gourmet Weekend and the SA Autumn Garden Festival, as well as developing new events.



Martindale Hall was part of the setting for Peter Weir's 1975 film *Picnic at Hanging Rock*.

PARTNERS



Regional Development Australia Yorke and Mid North, Clare and Gilbert Valleys Council, Regional Council of Goyder, Wakefield Regional Council, , Clare Valley Wine and Grape Association, Clare Valley Business and Tourism Association and South Australian Tourism Commission.



**LET'S BUILD A GREAT
FUTURE TOGETHER**

