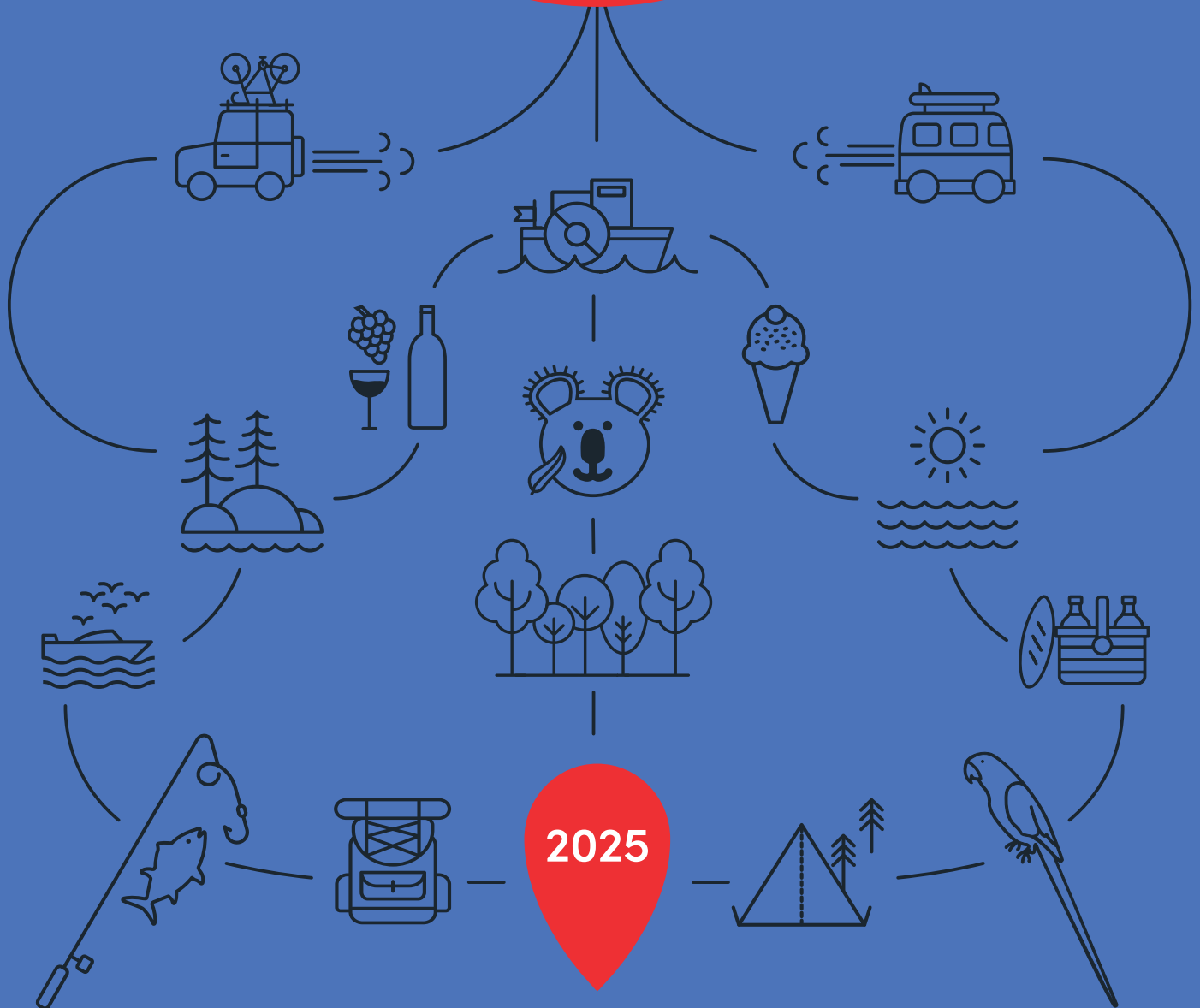


**SOUTH
AUSTRALIAN**

REGIONAL

**VISITOR
STRATEGY**



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










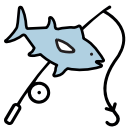


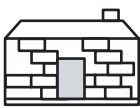




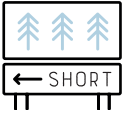




ACKNOWLEDGEMENT OF COUNTRY

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.

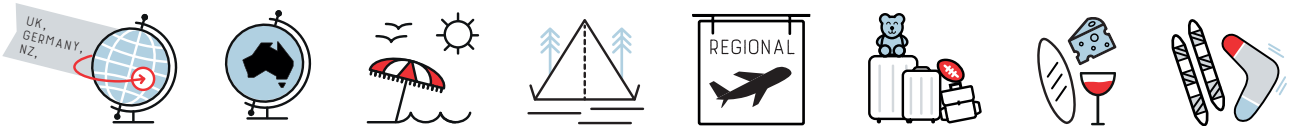
Regional response priorities

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



Limestone Coast



VISITOR SPEND

\$370 million

EMPLOYMENT IN REGION

2100 direct + 900 indirect

3000 jobs

1 in 16 jobs
supported by the tourism industry

POTENTIAL



VISITORS

	VISITS	EXPENDITURE
Day trips	762,000	\$107m
Overnight	688,000	\$263m
OVERNIGHT SPLIT		
International	44,000	\$18m
Interstate	289,000	\$113m
Intrastate	355,000	\$132m

OCCUPANCY AND RATES

	LIMESTONE COAST	REGIONAL AVERAGE
Occupancy	45%	51%
RevPAR (average yield of a hotel room)	\$53	\$76

767 tourism businesses
429 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

Limestone Coast priorities

The priority for the Limestone Coast is to increase overnight visitor volumes from international and domestic markets and convert some existing day trippers to linger longer and stay overnight. Being a predominantly self-drive visitor market, leveraging existing touring routes and promoting and developing hero tourism experiences and events that reflect the region's uniqueness will be key.

Marketing

- Focus on growing visitation via promoting the region's unique landscapes, local food and wine experiences and culture (including heritage and Aboriginal experiences) and building on the regional brand.
- Promote the State's only World Heritage site, the Naracoorte Caves, and other significant sites such as the Blue Lake, as part of the visitor experience.
- Raise the region's digital marketing footprint and align with the South Australian Tourism Commission's digital efforts to increase leads to operators.
- Promote the region's winter visitor experiences including events.
- Maintain the focus on attracting families, as well as young and older couples to visit the region.
- Continue to embrace the growing caravan and camping market as well as sports tourism, group touring and cruise ship visitation.

Experience and supply development

- Create new experiences and increase the number of commissionable products to build the region's profile domestically and internationally.
- Develop hero coastal and soft adventure offerings with a focus on nature-based experiences such as hiking and cycling trails.
- Continue to develop experiences that reflect the regions strengths, such as unique landscapes, wildlife, local food and wine and culture (including heritage and Aboriginal experiences).
- Package existing operator experiences to drive visitation and dispersal through to the region.
- Grow the region's accommodation yields by fostering the development of 68 new rooms and upgrade 202 rooms (from 3 to 4-star) by 2025. Quality and experiential accommodation of scale is needed across the region's winery and coastal communities.
- Prioritise the enhancement of infrastructure around the region's nature-based assets.
- Improve ongoing maintenance of key coastal infrastructure (jetties and boat ramps).



The Naracoorte caves is South Australia's only World Heritage site.



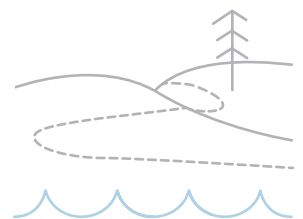
Collaboration

- Borderless collaboration with operators, councils and regions is required across the Melbourne to Adelaide touring route (Southern Ocean Drive) to cross-promote and package existing experiences.
- Continue to evolve visitor servicing by providing excellent face to face and digital solutions to match changing visitor needs.
- Leverage the Limestone Coast Wine Trails website to encourage improved collaboration throughout the region and into neighbouring Victoria.
- Address the shortage of tourism workers especially seasonal workers and event volunteers.
- Improve industry capability to cater to the emerging international self-drive visitor market.
- Support operators to list on the Australian Tourism Data Warehouse.

Industry capability

- Raise industry capability in digital marketing, customer service and understanding tourism distribution systems.
- Use the region's network of 24 industry associations to train and educate operators.
- Improve event capability via regional event development workshops.
- Identify gaps and seek opportunities to host events that complement the regional calendar and brand.
- Strengthen the coordination and promotion of small-scale events in region (Coonawarra Cabernet Celebrations, Generations in Jazz, Robe Home-Brew Festival, Bay Escape, Mega Fest, Diesel and Dirt.)
- Capitalise on pre and post event visitors from larger events taking place in Adelaide and Melbourne.
- Refresh existing events to meet changing consumer expectations.
- Build a regional proposition to attract corporate and business travellers and establish a regional business bureau.

Leisure and business events



With its spectacular natural wonders, the Limestone Coast is a perfect holiday spot for families touring the Southern Ocean Drive.

PARTNERS



The key stakeholders are the Limestone Coast Local Government Association and its member councils, the region's local tourism associations, Regional Development Australia Limestone Coast and South Australian Tourism Commission.



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

