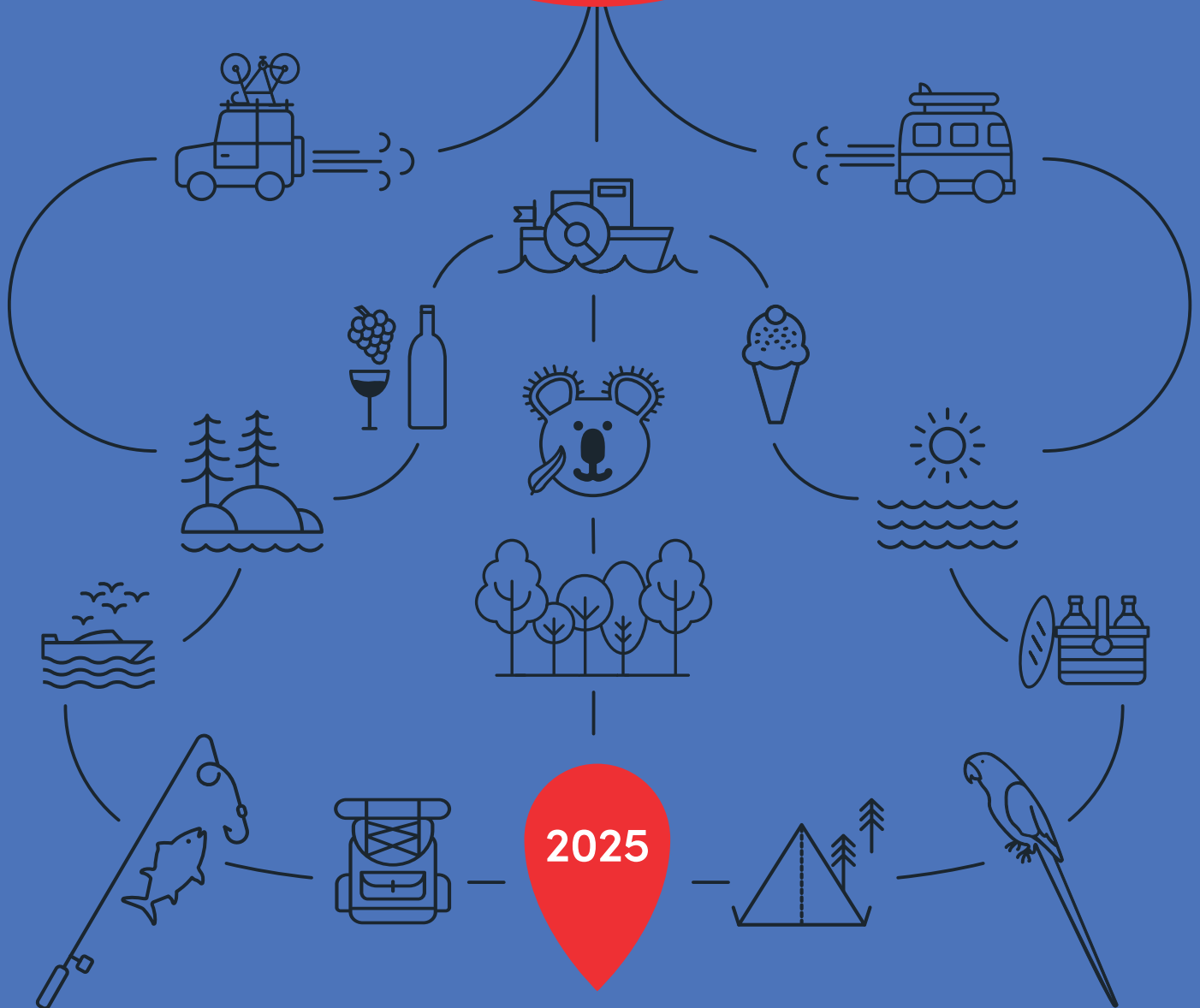


**SOUTH
AUSTRALIAN**

REGIONAL

**VISITOR
STRATEGY**



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










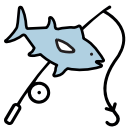


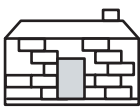




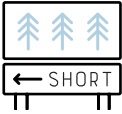





ACKNOWLEDGEMENT OF COUNTRY

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



Flinders Ranges and Outback



VISITOR SPEND

\$459 million

EMPLOYMENT IN REGION

2400 direct + 1300 indirect

4600 jobs

1 in 12 jobs
supported
by the
tourism
industry

POTENTIAL



VISITORS

	VISITS	EXPENDITURE
Day trips	631,000	\$90m
Overnight	796,000	\$370m
OVERNIGHT SPLIT		
International	45,000	\$15m
Interstate	234,000	\$132m
Intrastate	517,000	\$223m

OCCUPANCY AND RATES

	FLINDERS RANGES & OUTBACK	REGIONAL AVERAGE
Occupancy	42%	51%
RRevPAR (average yield of a hotel room)	\$52	\$76

511 tourism businesses
277 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

Flinders Ranges and Outback priorities

The focus for the Flinders Ranges and Outback is to increase overnight visitation via greater regional and cross regional collaboration around touring routes and events. New products, infrastructure and capability building will be critical for success.

Marketing

- Promote strengths around immersive wildlife experiences, expansive natural landscapes, unique accommodation, Aboriginal experiences, and local characters in the region.
 - Develop a social media strategy for the region that leverages South Australian Tourism Commission's digital strategy and grows operator leads.
 - Maximise the region's appeal to the domestic self-drive visitor and to European and North American markets (e.g. Explorers Way, Aboriginal tourism and World Heritage Bid).
 - Leverage the growing interest in nature-based activities such as walking and cycling trails, focusing on the Southern Flinders Ranges Precinct and the Flinders Ranges.
 - Promote the Aussie Travel Code which raises awareness around respect of the natural environment, local community, pastoral and traditional owners.
- Explore new experience opportunities that connect with natural landscapes such as Kati Thanda-Lake Eyre, astrotourism and significant cultural sites.
 - Work with Department for Environment and Water to support and promote the Ediacara fossil experience at Nilpena.
 - Foster the continued development of Station Stays concept across the region's network of pastoral tourism properties.
 - Build the region's accommodation yields by aiming to develop 100 new rooms and upgrade 134 rooms (from 3 to 4-star) by 2025.
 - Address the reliability of water and energy supply for regional tourism businesses.
 - Advocate for significant improvements in telecommunication black spot areas.
 - Support improved road maintenance and road closure procedures.
 - Address outback airstrips maintenance and upgrades for tourism including William Creek and Oodnadatta.
 - Advocate for the sealing and ongoing maintenance of the Birdsville Track and Oodnadatta Track.

Experience and supply development

- Develop new and improve existing visitor experiences which reflect the region's strengths in nature-based, Aboriginal, pastoral, heritage, and soft adventure tourism.



Marree is home to the famous Australasian Camel Cup.



Collaboration

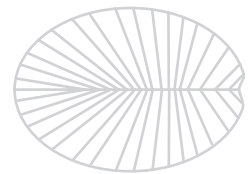
- Create promotional partnerships with the caravan and camping sector peak bodies.
- Increase the effectiveness of the region's Visitor Information Centres and outlets including digital capabilities and on-selling services.
- Support the Flinders Ranges World Heritage bid.
- Leverage and collaborate more with other touring routes (e.g. Heritage Rail Trail, Epicurean Way Seafood Frontier, Silver 2 Sea Way, and the Outback Loop).
- Use the Explorers Way as a platform for marketing, product, and infrastructure development.
- Encourage greater cross-council, government, and agency collaboration.
- Create tourism partnerships with neighbouring regions, States and Territories to drive visitation and promotion.
- Provide greater support and collaboration for Aboriginal tourism.

Industry capability

- Raise industry capability in digital marketing, tour guiding, events management, and customer service.
- Create ways of providing advice and support to organisers of smaller events.
- Provide mentoring and skills training for nature-based, Aboriginal, pastoral, heritage and soft adventure operators.

Leisure and business events

- Address event challenges (distance from target markets, maintaining volunteers) to create operational efficiencies and capability.
- Support the region's hero events and create new ones in the outback.
- Collaborate with cross-regional events (e.g. South Australian Living Artists Festival, Tasting Australia) and iconic events (e.g. Birdsville Races, Finke Desert Race).
- Support unique events such as water-events on Kati Thanda-Lake Eyre.



Over 500 million years old, the Ediacaran fossils were first discovered in 1946 by geologist Reg Sprigg, the founder of the Arkaroola Wilderness Sanctuary.

PARTNERS



The key stakeholders are Regional Development Australia Far North, Flinders Ranges and Outback SA Tourism, Flinders Ranges Tourism Operator Association, Southern Flinders Tourism and Tastes, Coober Pedy Retail Business and Tourism Association, Flinders Ranges Council, District Council of Coober Pedy, Port Augusta City Council, Roxby Council, District Council of Peterborough, the Outback Communities Authority and South Australian Tourism Commission.



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

