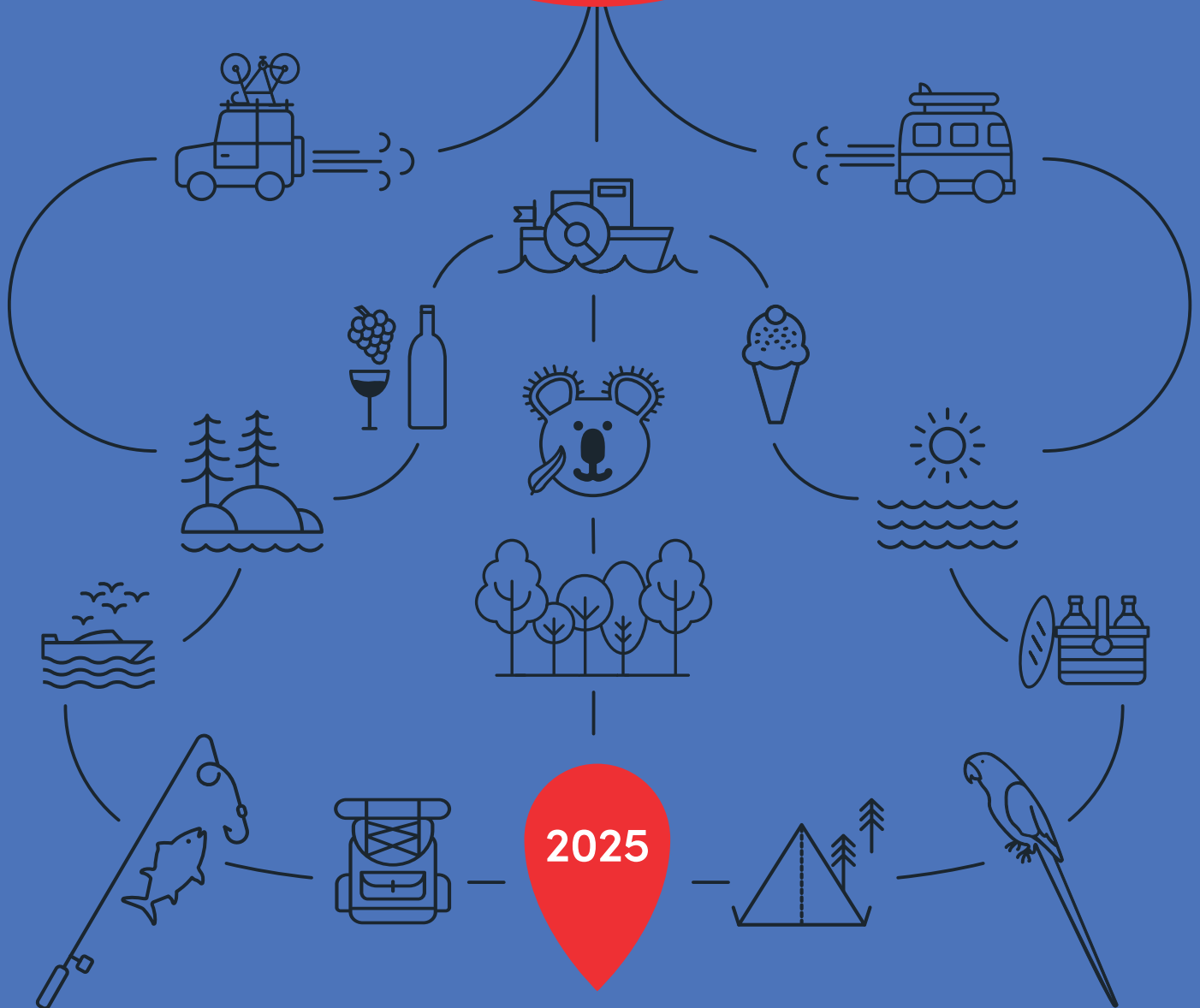


**SOUTH  
AUSTRALIAN**

**REGIONAL**

**VISITOR  
STRATEGY**



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










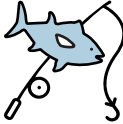


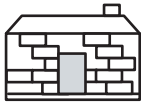




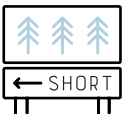




## **ACKNOWLEDGEMENT OF COUNTRY**

**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.**

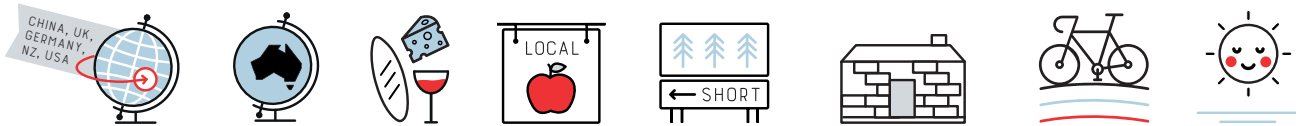
# Regional response priorities

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



# Barossa



## VISITOR SPEND

\$235 million

## EMPLOYMENT IN REGION

900 direct + 500 indirect =

1400 jobs

1 in 21 jobs supported by the tourism industry

## POTENTIAL



## VISITORS

	VISITS	EXPENDITURE
Day trips	927,000	\$89m
Overnight	260,000	\$146m
OVERNIGHT SPLIT		
International	14,000	\$8m
Interstate	96,000	\$84m
Intrastate	150,000	\$54m

## OCCUPANCY AND RATES

	BAROSSA	REGIONAL AVERAGE
Occupancy	59%	51%
RevPAR (average yield of a hotel room)	\$105	\$76

359 tourism businesses  
502 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

## Barossa priorities

The main priority for driving future growth to the Barossa is to continue to increase overnight visitation from intrastate, interstate, and overseas markets focusing on refreshed and new unique accommodation offerings and visitor experiences. While the region receives 3.5 day trip visitors for every overnight visitor, overnight visitors deliver nearly two thirds of total visitor spend.

### Marketing

- Leverage the Barossa's strong brand position as a global wine, culinary and culture destination and grow messaging around wine experiences, provenance dining, regional food, art, history, nature, family, and wellness experiences.
- Adapt marketing towards the most relevant post COVID-19 international visitor markets in alignment with South Australian Tourism Commission's and Tourism Australia's priorities.
- Leverage intrastate, interstate, and trans-Tasman promotion of the Barossa's distinctive European cultural connections and appeal.
- Leverage global marketing platforms such as Ultimate Winery Experiences and Great Wine Capitals of the World for promotion of the region's unique offering.
- Position Barossa as a great base for exploring wine, food, and leisure experiences across the southern part of the State.

### Experience and supply development

- Increase the Barossa's bookable tourism experiences available via key distribution channels.
- Leverage the region's global wine and wine tourism reputation and develop new wine experiences that include education, digital technologies, enhanced storytelling, and visitor immersion.
- Expand tourism experience offerings with digital technologies that engage and inform.
- As a boutique region with strong accommodation yields and high weekend occupancy, there is an opportunity to expand the region's experiential offerings across nature and wellness.
- Foster the development of an iconic 4 to 5-star accommodation product of scale that could meet unmet demand during major events and for conferences.
- Aim to develop 45 new and 41 upgraded rooms (from 3 to 4-star) by 2025 that complement Barossa's culture and heritage.
- Review and simplify visitor wayfaring including signage to and around the Barossa.
- Leverage the region's cycling and walking infrastructure and intersection of key trails for investment and activation.



The Barossa is home to some of the world's oldest shiraz grapes.



## Collaboration

- Continue collaboration with the state’s key tourism, business, event organisations and community to ensure a cohesive approach to promotion and visitor attraction.
- Leverage the Epicurean Way touring route with investment, experience development and linkages with cycle and walking paths as a cross-regional marketing platform to attract self-drive food and wine travellers.
- Support the Visitor Information Servicing model to meet changing visitor needs in person and online.
- Build collaboration around a cross-regional event strategy to build scale, impact, resilience, and capability.
- Prioritise the Adelaide Wine Capital Cycle Trail Project as a cross regional globally significant tourism asset.
- Build tourism links across and between regions to encourage extended visitor nights.

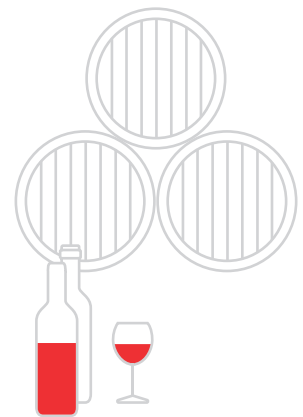
## Industry capability

- Increase the industry’s capabilities related to domestic and international marketing and distribution.

- Prioritise hospitality, events and tourism careers and incentives to build a sustainable regional workforce for the future.

## Leisure and business events

- Work towards greater overnight stays from events by positioning the Barossa as Australia’s premium regional events destination with great accessibility from Adelaide.
- Increase overnight visitors coming for business events and mini-festivals to fill mid-week occupancy and drive visitor spend.
- Build on the region’s two largest food and wine festivals (Barossa Vintage Festival and Barossa Food Festival) to grow length of stay and visitor spend.
- Work with the Adelaide Convention Bureau to build the funding, resources, and capabilities of businesses in Barossa to attract meetings, events, conferences, and incentive trips.
- Support sporting and recreational events for community and visitor economy benefits, including ongoing activation of cycle tourism.



The Barossa is less than an hour’s drive from Adelaide and home to more than 80 cellar doors.

### PARTNERS



Tourism Barossa Inc, The Barossa Council, Light Regional Council, Regional Development Australia Barossa Gawler Light Adelaide Plains, Barossa Grape and Wine Association, and South Australian Tourism Commission.



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

