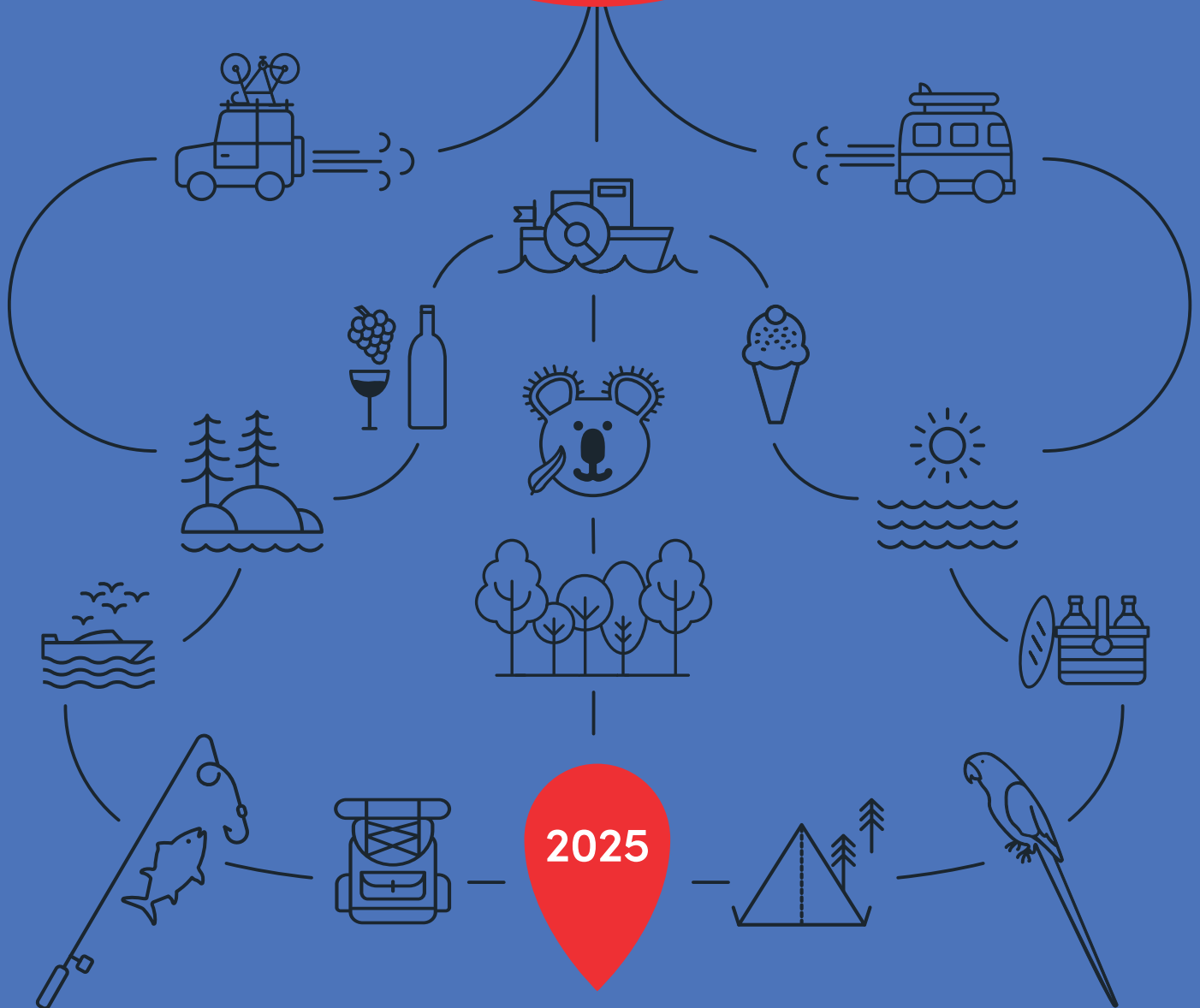


**SOUTH
AUSTRALIAN**

REGIONAL

**VISITOR
STRATEGY**



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










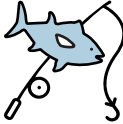


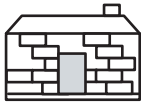




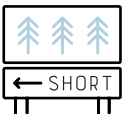





ACKNOWLEDGEMENT OF COUNTRY

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.

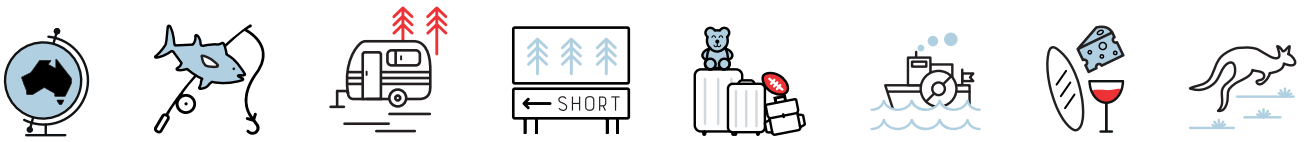
Regional response priorities

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



Murray River, Lakes & Coorong



VISITOR SPEND

\$192 million

EMPLOYMENT IN REGION

1300 direct + 500 indirect

1800 jobs

1 in 13 jobs supported by the tourism industry

POTENTIAL



VISITORS

	VISITS	EXPENDITURE
Day trips	976,000	\$79m
Overnight	368,000	\$113m
OVERNIGHT SPLIT		
International	10,000	\$6m
Interstate	78,000	\$30m
Intrastate	280,000	\$77m

OCCUPANCY AND RATES

	MURRAY RIVER, LAKES AND COORONG	REGIONAL AVERAGE
Occupancy	54%	51%
RevPAR (average yield of a hotel room)	\$58	\$76

308 tourism businesses
212 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

Murray River, Lakes and Coorong priorities

The region's priorities are to grow visitor spend from intrastate day trips as well as increase overnight visits from interstate, intrastate and a small international base. As the region is predominantly a self-drive visitor market, leveraging existing touring routes and promoting and developing events and tourism experiences that reflect the region's uniqueness will be key.

Marketing

- Strengthen the region's position as a vibrant destination with a diverse range of experiences on offer including nature and water-based experiences.
- Increase the region's digital marketing and leads to operators and ensure alignment with South Australian Tourism Commission's digital strategy.
- Maximise the region's promotions to the self-drive and boating tourism markets.
- Leverage the regions emerging and hero experiences including the Murray Coorong Trail, River Murray International Dark Sky Reserve, Monarto Safari Park and The Bend Motorsport Park's all-year program.
- Continue to promote and grow caravan and camping visitors to the region.
- Increase the promotion of the highly appealing and rejuvenated river shack and houseboat experience.
- Boost the promotion of heritage and cultural tourism experiences in the region.
- Educate visitors on their contribution to sustainable tourism including respect for culture, community, and the environment.

Experience and supply development

- Use the region's new and emerging hero products (The Bridgeport Hotel, the Bend Motorsport Park, Monarto Safari Park and River Murray International Dark Sky Reserve) to develop complementary experiences.
- Develop new and enhance existing Aboriginal and agritourism experiences.
- Develop new on-water experiences and improve river infrastructure including navigational aids, moorings, boat washing facilities and other visitor amenities.
- Create new signature nature-based visitor experiences at the Lower Lakes and northern ends of the region.
- Develop complementary nature-based operator experiences to support the Murray Coorong Trail.
- Foster the development of 26 new rooms and the upgrade of 66 rooms (from 3 to 4-star) by 2025. Encourage experiential accommodation across the region. This includes houseboats, river shacks, camping, glamping, and star-rated accommodation.
- Encourage investment in caravan parks to upgrade and include more cabins and family-friendly amenities.
- Develop new infrastructure and accommodation around the River Murray International Dark Sky Reserve.



The first paddle steamer on the Murray River was the Mary Ann in 1853.



Collaboration

- Collaborate with the region's five neighbours on the Southern Ocean Drive and Mighty Murray Way touring routes to package and better promote tourism products across borders.
- Encourage the region's Visitor Information Centres and outlets to expand their role as accessible touchpoints with exceptional service for visitors.
- Seek ways to calculate traffic flows and visitation to the region to assist planning and business cases for investment.
- Work with regional operators that are members of the Adelaide Convention Bureau and promote the region as a pre-and post-convention touring opportunity.
- Leverage private and public sector support for regional research studies.
- Embrace more Aboriginal storytelling as part of the regions marketing messaging and experiences.

Industry capability

- Raise industry capability in the areas of digital marketing, online bookings and distribution, business management, hospitality, customer service and virtual tourism.
- Increase operator take-up of free Australian Tourism Data Warehouse listings.
- Attract more skilled tourism workers into the region.

Leisure and business events

- Address visitor seasonality by working with the region's strong calendar of events and expand seasonal fringe opportunities.
- Explore the opportunity to grow corporate and business events utilising existing operators' facilities.
- Create aligned events across the region (e.g. The Bend and Monarto Safari Park) to drive greater reasons to visit and stay overnight.
- Support recreational local and/or state sporting events.



The Coorong is recognised under the Ramsar Convention as a wetland of international importance.

PARTNERS



The key stakeholders are the Murray River, Lakes and Coorong Tourism Alliance; Regional Development Australia Murraylands and Riverland ; partner councils the Rural City of Murray Bridge, Mid-Murray Council, Coorong District Council, Alexandrina Council, District Council of Karoonda East Murray and Southern Mallee District Council; and South Australian Tourism Commission.



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

