

# RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | FLINDERS RANGES & OUTBACK

## REGIONAL PRIORITY

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. For more details refer to 2025 RVS at [tourism.sa.gov.au](http://tourism.sa.gov.au)



ATDW LEADS TO BUSINESSES

**129,648**

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

**420K**



NIGHTS

**2.74M**



OVERNIGHT

**638K**



NEW PRODUCTS/EXPERIENCES

**9**



NEW TOURISM SIGNS

**44**

## EMPLOYMENT



**2,400**  
DIRECT  
JOBS

**800**  
INDIRECT  
JOBS

**1 IN 12**  
JOBS SUPPORTED  
BY TOURISM

**500**  
TOURISM  
BUSINESSES

## 2025 TARGET

## 2021 ACTUAL

**\$638M**

**\$360M**

## SATC GREAT STATE VOUCHERS (1-6)



**86**

NUMBER OF TOURISM  
BUSINESSES

**671**

NUMBER OF  
BOOKINGS

## SATC TOURISM INDUSTRY DEVELOPMENT FUND



**10**

SUCCESSFUL  
PROJECTS

**\$1,783,886**

FUNDING  
AMOUNT

**\$6,059,626**

TOTAL PROJECT  
VALUE

## REGIONAL EVENTS



**23<sup>+</sup>**

NUMBER OF  
EVENTS

**4**

FUNDED  
EVENTS

**\$35,000**

SATC  
FUNDING

## ACCOMMODATION



**36**

NEW  
ROOMS

**24**

REFURBISHED  
ROOMS

**2,704**

TOTAL  
ROOMS

**58%\*\***

OCCUPANCY

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2021, STR GLOBAL YEAR END DECEMBER 2021, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2021\*, AUSTRALIAN BUREAU OF STATISTICS \* DATA CAPTURED FOR YEAR END JUNE 2020. † EVENTS ON AVERAGE OVER 12 MONTH PERIOD \*\* ON AVERAGE



SOUTH AUSTRALIAN  
**REGIONAL**  
VISITOR STRATEGY