

RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | CLARE VALLEY

REGIONAL PRIORITY

Building off the region's strong self-drive visitor market, the focus for the Clare Valley is to encourage high spending interstate and international visitors to stay overnight in the region. Developing sustainable and commissionable nature-based, heritage, wellness and epicurean visitor experiences and additional quality accommodation will be key. For more details refer to 2025 RVS at tourism.sa.gov.au



ATDW LEADS TO BUSINESSES

100,247

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

300K



NIGHTS

532K



OVERNIGHT

282K



NEW PRODUCTS/EXPERIENCES

9



NEW TOURISM SIGNS

38

EMPLOYMENT



600
DIRECT
JOBS

200
INDIRECT
JOBS

1 IN 10
JOBS SUPPORTED
BY TOURISM

200
TOURISM
BUSINESSES

2025 TARGET

2021 ACTUAL

\$132M

\$172M

SATC GREAT STATE VOUCHERS (1-6)



51

NUMBER OF TOURISM
BUSINESSES

2,435

NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



4

SUCCESSFUL
PROJECTS

\$953,143

FUNDING
AMOUNT

\$3,532,116

TOTAL PROJECT
VALUE

REGIONAL EVENTS



95+

NUMBER OF
EVENTS

4

FUNDED
EVENTS

\$30,000

SATC
FUNDING

ACCOMMODATION



13

NEW
ROOMS

65

REFURBISHED
ROOMS

735

TOTAL
ROOMS

60%**

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