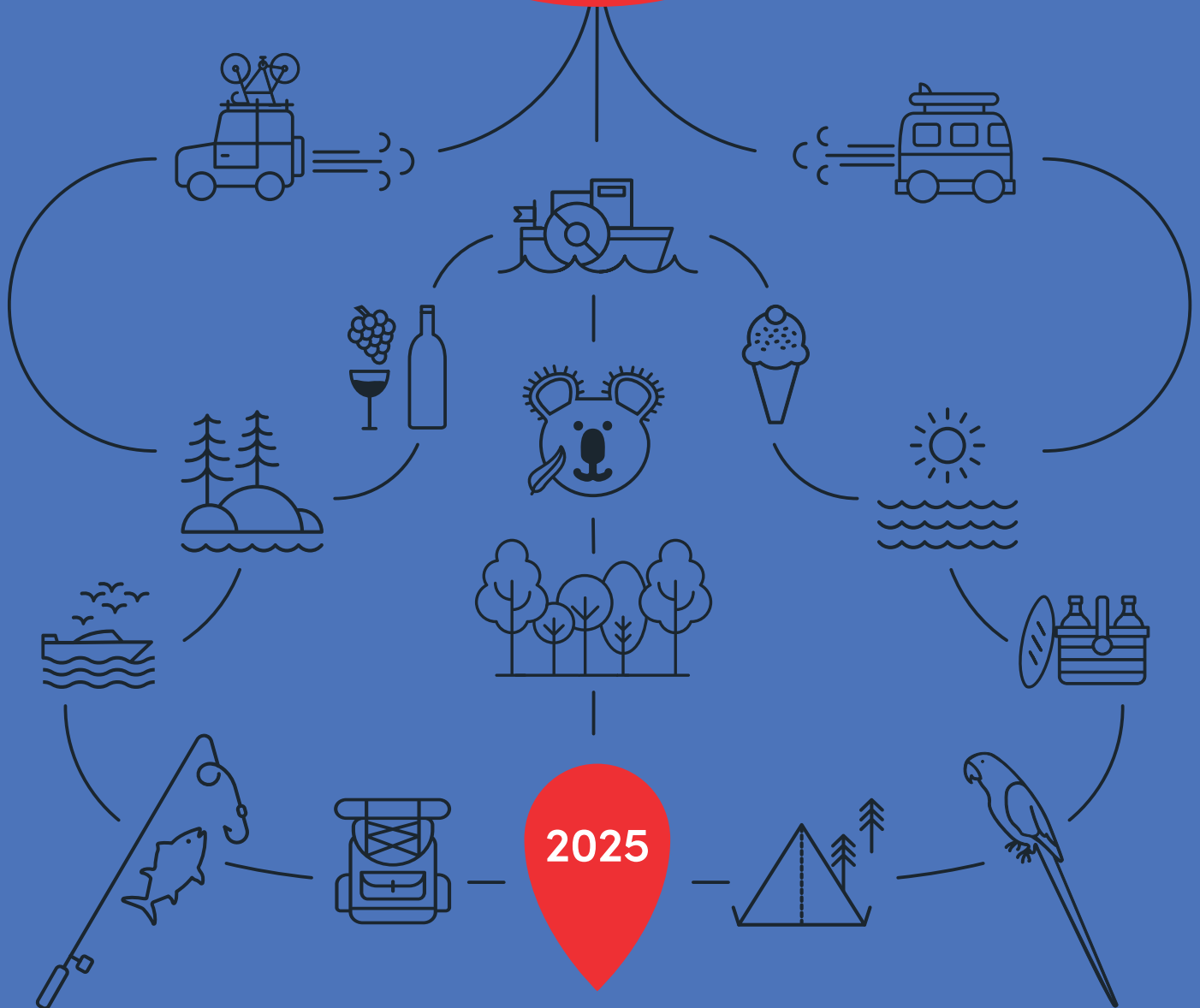


**SOUTH
AUSTRALIAN**

REGIONAL

**VISITOR
STRATEGY**



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










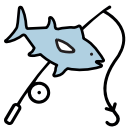


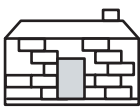




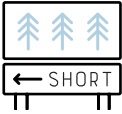





ACKNOWLEDGEMENT OF COUNTRY

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



Riverland



VISITOR SPEND

\$183 million

EMPLOYMENT IN REGION

1100 direct + 500 indirect =

1600 jobs

1 in 15 jobs
supported by the tourism industry

POTENTIAL



VISITORS

	VISITS	EXPENDITURE
Day trips	383,000	\$35m
Overnight	415,000	\$147m
OVERNIGHT SPLIT		
International	9,000	\$7m
Interstate	92,000	\$47m
Intrastate	313,000	\$93m

OCCUPANCY AND RATES

	RIVERLAND	REGIONAL AVERAGE
Occupancy	44%	51%
RevPAR (average yield of a hotel room)	\$48	\$76

348 tourism businesses
210 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

Riverland priorities

The priority for the Riverland is to increase visitation and length of stay from Adelaide as well as key interstate and international markets. A focus on all parts of the visitor mix are required: increased collaboration, growing events, creating new visitor experiences, and supporting operators.

Marketing

- Based on the Riverland Tourism Plan, promote the region's emerging and core strengths around nature-based tourism experiences, food, wine, local producers, and unique accommodation.
- Maximise the region's drive tourism appeal from intrastate and interstate visitors and continue to focus on growing future visitors from New Zealand, UK/Europe and North America with inspiring itineraries and greater depth of content about the region's offerings.
- Align the region's digital efforts with South Australian Tourism Commission's digital marketing to drive more operator leads.
- Increase alignment and collaboration of regional, council and town level marketing activities for greater impact, including the use of expanded visitor itineraries to encourage longer stays and visitor spend.
- Use repeat visitors and the Riverland Ambassador Program to champion storytelling and information about the region to encourage visitation from family and friends.

Experience and supply development

- Extend the range of family-friendly soft adventure, water, and nature-based activities in the region.
- Build on the region's growing food and beverage reputation by developing more products and experiences in this space.
- Upgrade and develop 40 new rooms across experiential eco-friendly accommodation such as houseboats, caravan parks and luxury offerings. Build upon the region's low accommodation yield by upgrading 69 rooms (from 3 to 4 star) by 2025.
- Improve signage outside of major towns that are located on the edge of the highways and interpretive signage within the region.
- Develop more infrastructure to support nature-based tourism in the region's national parks.
- Maintain river infrastructure for newer houseboats including the slipway.



The Riverland is home to the oldest known Indigenous site: a midden of mussel shells that is at least 29,000 years old.



Collaboration

- Use the Mighty Murray Way touring route for marketing and collaboration across the two South Australian river regions. Encourage operators, associations, and councils to work together to package experiences and itineraries that meet visitor’s needs.
- Encourage collaboration between the region’s Visitor Information Centres and outlets to adapt to changing visitor information servicing needs across both digital and face to face channels to drive greater spend and length of stay in the region.
- Support a strategy with other states to promote the Murray River as a national and international icon.
- Connect, collaborate, and embrace more Aboriginal storytelling as part of the regions marketing messaging and experiences.

Industry capability

- Raise industry capability in digital marketing, customer service, food and beverage delivery and use of local produce, and writing grant applications.

- Provide support to small operators as they build their tourism business.
- Encourage more operators to become bookable online and listed on the free Australian Tourism Data Warehouse directory.
- Work on attracting more skilled tourism workers to the region.

Leisure and business events

- Focus on growing existing consumer events (e.g. Riverland Wine and Food Festival) to drive greater spend in the region.
- Coordinate local council event resources better and improve impact, timing, and greater visitor awareness of the entire region’s event program.
- Encourage use of the Riverland event management system by industry.
- Explore the potential to grow business events using existing facilities to boost mid-week and low season visitation.



The Renmark Hotel was the first community hotel in the British Empire, established in 1897.

PARTNERS



The key stakeholders are Destination Riverland; its partner councils Berri Barmera Council, Loxton Waikerie Council, Renmark Paringa Council and Mid-Murray Council; Regional Development Australia Murraylands Riverland; Riverland Wine Association and South Australian Tourism Commission.



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

