



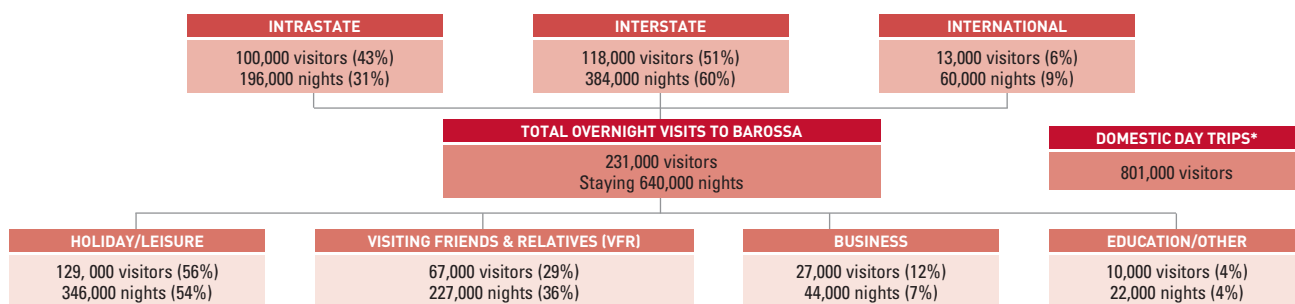
Richmond Grove Winery, Tanunda



# BAROSSA

REGIONAL TOURISM PROFILE 2009

## BAROSSA MARKET SUMMARY 2009



- In 2009, there were an estimated 231,000 overnight visitors to the Barossa tourism region who stayed more than 600,000 nights in the region.
- 7% of all overnight visitors to regional SA (excludes Adelaide tourism region) included a stay in the Barossa and the region accounted for more than 5% of visitor nights to regional SA.
- On average, overnight visitors to the Barossa Valley region stayed 2.8 nights with international visitors staying 4.5 nights, interstate visitors 3.3 nights and intrastate visitors 2 nights.
- Spending by domestic overnight visitors to the region in 2009 was estimated by TRA to be \$114 million or an average of \$196 per visitor night.

\* Domestic day trips are defined as trips involving a round trip of at least 50km and being away from home for at least 4 hours, but not overnight.

## PROFILE OF DOMESTIC VISITORS

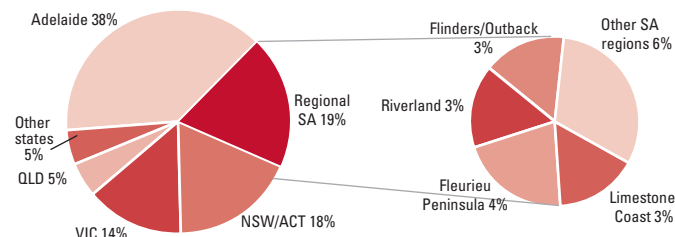
- During the 3 years from 2007-2009, there was an average of 209,000 domestic overnight visitors per annum to the Barossa.
- On average 178,000 of these overnight visitors were visiting the region each year for holiday or visiting friends and relatives (VFR) purposes.

This section summarises the characteristics of these domestic overnight holiday/VFR purpose visitors to the Barossa tourism region from 2007-2009.

### Where are domestic visitors from?

Between 2007-2009, Interstate visitors accounted for 42% of the domestic holiday/VFR visitors to the Barossa, in particular 18% were from NSW/ACT and 14% from Victoria. Adelaide residents made up 38% of these visitors to the region and 22% were from Regional SA. The Barossa had the third highest proportion of visitors from Queensland (5%) after Adelaide and the Outback regions.

### Origin of Domestic Holiday/VFR visitors to Barossa, 2007-2009

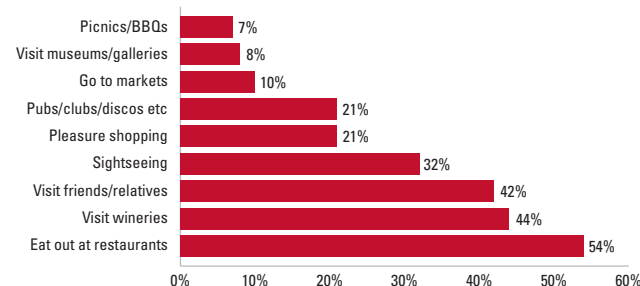


Source: TRA, NVS 2007-2009

### What activities do visitors do?

During 2007-2009, as with most regions, eating out and visiting friends and relatives were among the most popular activities in the region. Barossa also had the highest proportion of visitors to wineries (44%), higher than any other SA region.

### Activities undertaken by holiday/VFR visitors to Barossa, 2007-2009



Source: TRA, NVS 2007-2009



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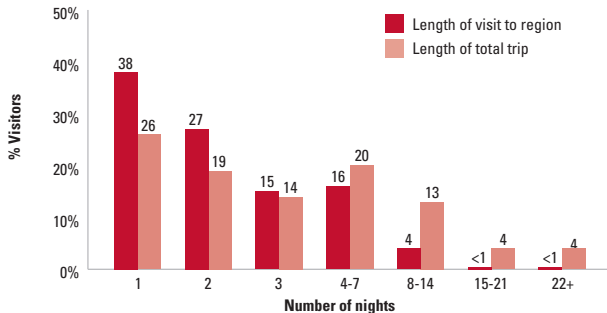


Barossa.  
South Australia.  
A brilliant blend.

## How long do visitors stay?

The average length of stay in the Barossa by domestic holiday/VFR visitors increased from 2.5 nights in 2006-2008 to 2.7 nights in 2007-2009. The number of overnight visitors that spent one night in the region decreased to from 41% to 38%, while the number of visitors staying 4-7 nights increased from 13% to 16% of overnight visitors. 4% of domestic holiday/VFR visitors to the region stayed more than 7 nights, however 17% of visitors had more than four stopovers on their trip.

### Domestic holiday/VFR visitors to Barossa by length of visit to region and length of total trip, 2007-2009



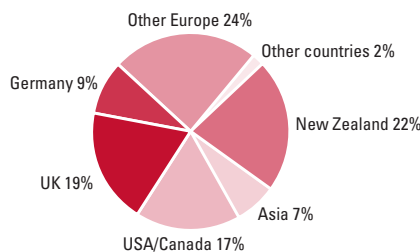
Source: TRA, NVS 2007-2009

During 2009, the National Visitor Survey asked overnight visitors to SA, which of a number of attractions or places they visited during their trip. Around 6% or 290,000 of all domestic overnight visitors to SA indicated that they visited Barossa wineries while on a day trip (from Adelaide or another region) or an overnight stay.

## PROFILE OF INTERNATIONAL VISITORS

Between 2007-2009 there was an average of almost 14,000 international visitors each year who spent almost 78,000 nights per annum in the region. This equates to an average length of stay of 5.6 nights. 65% of international visitors stayed 2 nights or less in the region and 27% stayed 3-7 nights.

### Barossa International visitor origin, 2007-2009



Source: TRA, IVS 2007-2009

- 22% of international visitors were from NZ, 19% from the UK, 17% from USA/Canada, 9% from Germany and 24% from other European countries.
- 80% gave holiday as the main reason for visiting the region, 13% visiting friends and relatives, 4% for business and 4% for other reasons.
- The main type of accommodation used in the Barossa region by international visitors was hotel/motel/resort (45%), followed by caravan park or camping ground (24%), 12% stayed at a guesthouse or B&B and 12% in the home of a friend/relative which also accounted for 31% of visitor nights to the Barossa.
- 13% of visitors to the Barossa are classified by Tourism Research Australia as 'backpackers to Australia', that is they use backpacker accommodation at some stage during their stay in Australia, but only 1% of International visitors indicated that they stayed in backpacker accommodation while in the Barossa.

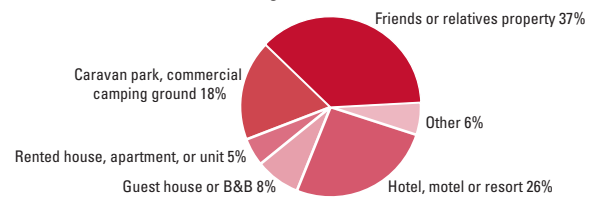
In 2009, around 27% or 98,000 international visitors to SA indicated that they visited the Barossa on a day trip (from Adelaide or another region) or an overnight stay and similarly 27% indicated that they visited wineries or cellar doors in SA. This is considerably higher than the number of international visitors that had an overnight stopover in the Barossa. This reflects both the high appeal of the Barossa as a day trip destination for international visitors staying elsewhere in SA and its appeal as a destination to which local residents take friends and relatives who are visiting from overseas.

## TOURISM ACCOMMODATION

### Accommodation Demand

During the 3 years from 2007-2009 there was an average of 636,000 nights per annum spent in the Barossa by all purposes of domestic and international visitors. Of these nights, 37% were in the home of a friend or relative, 26% in a hotel/motel and 18% in a caravan park or camping ground.

### Accommodation used in the Barossa – International and Domestic Visitor Nights, 2007-2009



Source: TRA, NVS and IVS 2006-2008

### Accommodation Supply

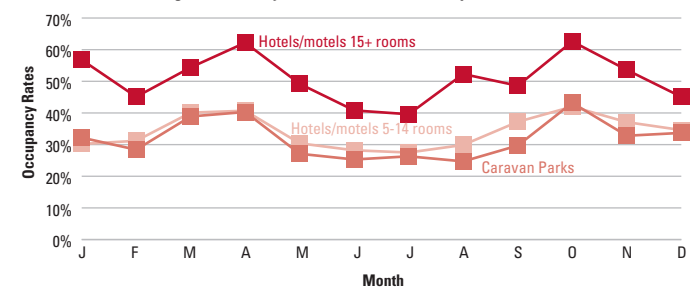
As at December 2009 and based on the ABS Survey of Tourist Accommodation for the Barossa region:

### Tourist accommodation supply and demand for Barossa, 2009

	ESTABLISHMENTS	CAPACITY	NIGHTS SOLD	OCCUPANCY	TAKINGS
<b>HOTELS/MOTELS 15+ ROOMS</b>	10	402 rooms	75,000	50.9%	\$11.963m
<b>HOTELS/MOTELS 5-14 ROOMS</b>	7	51 rooms	6,300	34.1%	\$0.789m
<b>CARAVAN PARKS</b>	4	659 sites	94,200	31.6%	\$2.533m

Source: ABS Cat. No. 8635.4.55.001

### Barossa tourism region monthly accommodation occupancies 2009



Source: ABS Cat. No. 8635.4.55.001

Based on the Australian Tourism Data Warehouse (ATDW) database the following properties were listed in the Barossa as at April 2010:

Hotels, Motels, Resorts, Retreats and Lodges	16
Self Contained properties	199
B&Bs	101
Backpacker and Hostels	1
Caravan and Camping	2

NB: not all operators of this style of accommodation necessarily register with the ATDW.

Prepared by the South Australian Tourism Commission, June 2010.

Current and previous profiles for all SA tourism regions plus other tourism research is available at [www.tourism.sa.com](http://www.tourism.sa.com)

### Sources

Data in this report is sourced from the International Visitor and National Visitor Surveys (IVS and NVS) conducted by Tourism Research Australia. These sources are based on sample surveys and, as with all sample surveys, are subject to sampling errors. Caution is required in interpreting some estimates. In particular, regional estimates can be affected by small sample size and can be subject to a high level of sampling error. Regional data should accordingly be used with a high level of caution and treated as being for indicative purposes only

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