

# RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | RIVERLAND

## RIVERLAND PRIORITY

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: increasing collaboration, growing events, creating new visitor experiences, and supporting operators. For more details refer to the Regional Visitor Strategy (RVS) 2025 at [tourism.sa.gov.au](https://tourism.sa.gov.au).



### NEW PRODUCTS / EXPERIENCES



### ATDW LEADS TO BUSINESSES



### EMPLOYMENT



**1,200**  
DIRECT JOBS

**500**  
INDIRECT JOBS

**1 IN 12<sup>o</sup>**  
DIRECT JOBS SUPPORTED BY TOURISM

**350**  
TOURISM BUSINESSES

## 2023 ACTUAL

**\$239M<sup>\*</sup>**

## 2025 TARGET



**\$247M**

## PERCENTAGE OF 2025 TARGET MET



## SATC EXPERIENCE NATURE TOURISM FUND



**2<sup>†</sup>**  
SUCCESSFUL PROJECTS

**\$90,752**  
FUNDING AMOUNT

**\$125,538**  
TOTAL PROJECT VALUE

## REGIONAL EVENTS



**106<sup>^</sup>**  
NUMBER OF EVENTS

**3**  
SATC FUNDED EVENTS

## ACCOMMODATION



**2,342**  
TOTAL ROOMS ATDW LISTED

**58%<sup>o</sup>**  
OCCUPANCY STR DATA

## REGIONAL HIGHLIGHT



The Riverland was promoted in the Rise Up for our River marketing campaign and the River Revival Voucher program with two rounds of vouchers and advertising periods to stimulate visitation and expenditure for impacted businesses after the floods. The program so far has injected an estimated \$10.7 million into the flood affected Murray River regions.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. \*DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE 15 YOY DEC 2023. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. °ON AVERAGE.