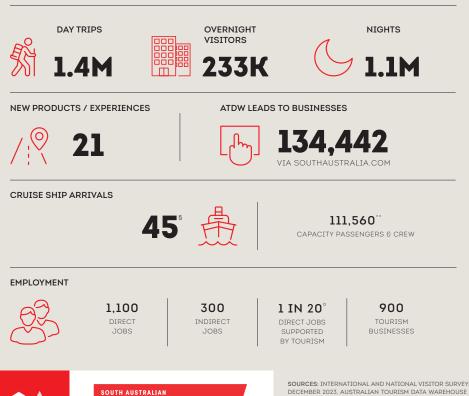
## **RVS PROGRESS SNAPSHOT**

JAN 1 - DEC 31 2023 ADELAIDE HILLS

### ADELAIDE HILLS PRIORITY

Adelaide Hills' priority is to build a resilient and sustainable industry that capitalises on its proximity to Adelaide. The region aims to convert more visitors to stay overnight, encourage day trippers to linger longer, spend more and grow repeat visitation. Of key importance is understanding and meeting changing visitor needs via regional experiences, events and strong marketing in a post-bushfire and pandemic environment. For more details refer to the Regional Visitor Strategy (RVS) 2025 at

#### tourism.sa.gov.au



EGIONAL

#### 2023 ACTUAL

# \$293M\*

2025 TARGET



#### SATC EXPERIENCE NATURE TOURISM FUND

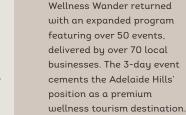




#### ACCOMMODATION

698	<b>66%</b> <sup>°°</sup>
TOTAL ROOMS ATDW LISTED	OCCUPANCY STR DATA

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. "DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. 'INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, "EVENTS ON AVERAGE OVER 12 MONTH PERIOD. "ON AVERAGE. "CAPACITY NOT ACTUAL." CRUISE SHIP ARRIVALS VIA PORT ADELAIDE (SHORE EXCURSIONS ONLY).



PERCENTAGE OF 2025

