

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | REGIONAL SOUTH AUSTRALIA



STATE PRIORITY

Regional tourism is critical to South Australia's visitor economy. To reach the 2025 potential, the eleven regions have collectively supported key priorities that will contribute to jobs and expenditure. Raising awareness of South Australia's regional tourism value and its contribution to the State's visitor economy is vital. Through working better together we will continue to achieve positive outcomes across the regions.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



EMPLOYMENT



2022 ACTUAL

\$3.98B*

2025 TARGET



PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



SA Road Trips featured as an all-year round marketing feature in the SATC campaign For Those Who Want a Little More.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, INCLUDING EXPEDITIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ~ON AVERAGE. **ROUNDED.



SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | ADELAIDE HILLS

ADELAIDE HILLS

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 2025 RVS at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



27,050^{}**
PASSENGERS

12,000^{}**
CREW

EMPLOYMENT



1,400
DIRECT JOBS

500
INDIRECT JOBS

1 IN 17[†]
DIRECT JOBS SUPPORTED BY TOURISM

900
TOURISM BUSINESSES

2022 ACTUAL

\$225M*

2025 TARGET



\$245M

PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



2[†]

SUCCESSFUL PROJECTS

\$31,577

FUNDING AMOUNT

\$40,767

TOTAL PROJECT VALUE

REGIONAL EVENTS



446[^]

NUMBER OF EVENTS

6

SATC FUNDED EVENTS

ACCOMMODATION



673

TOTAL ROOMS ATDW LISTED

65%[~]

OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Supported the inaugural Wellness Wander Weekend event. 50 local businesses delivered over 60 events, leaning into the region's growing reputation as a premier wellness tourism destination.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. [§]INCLUDING EXPEDITIONS. [^]EVENTS ON AVERAGE OVER 12 MONTH PERIOD. [~]ON AVERAGE. ^{**}ROUNDED.

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | BAROSSA

BAROSSA

The main priority for driving future growth to the Barossa is to continue to increase overnight visitation from intrastate, interstate and overseas markets focusing on refreshed and new unique accommodation offerings and visitor experiences. While the region receives 3.5 day trip visitors for every overnight visitor, overnight visitors deliver nearly two thirds of total visitor spend. For more details refer to 2025 RVS at tourism.sa.gov.au.



2022 ACTUAL

\$326M*

2025 TARGET

\$291M

PERCENTAGE OF 2025 TARGET MET



112%

SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



Leveraged Barossa's strong brand position as a global wine, culinary and culture destination through the 'meet the maker' and 'farm to plate' experiences in the SATC campaign For Those Who Want a Little More.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, SINCLUDING EXPEDITIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ~ON AVERAGE. **ROUNDED.

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | CLARE VALLEY

CLARE VALLEY

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.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



EMPLOYMENT



600
DIRECT JOBS

300
INDIRECT JOBS

1 IN 10[†]
DIRECT JOBS SUPPORTED BY TOURISM

200
TOURISM BUSINESSES

2022 ACTUAL

\$152M*

2025 TARGET



PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



0[†]
SUCCESSFUL PROJECTS

\$0
FUNDING AMOUNT

\$0
TOTAL PROJECT VALUE

REGIONAL EVENTS



750[^]
NUMBER OF EVENTS

4
SATC FUNDED EVENTS

ACCOMMODATION



735
TOTAL ROOMS ATDW LISTED

65%[~]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Clare Valley Gourmet returned in 2022 including a new dedicated event website and further developed their product and experience offerings. An approximate attendance of over 19,000 across paid and free events, over the 10-day program was achieved.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, SINCLUDING EXPEDITIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ~ON AVERAGE. **ROUNDED.

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | EYRE PENINSULA

EYRE PENINSULA

The opportunity for the Eyre Peninsula is to capitalise on its pristine nature, immersive wildlife experiences and coastal lifestyle to drive increase overnight from domestic and international visitors. The region has approximately 100 State, National and Conservation Parks, ten State Marine Parks, and three Commonwealth Marine Reserves. A whole of tourism approach is needed across marketing, events, product development, council collaboration and investment. For more details refer to 2025 RVS at tourism.sa.gov.au.



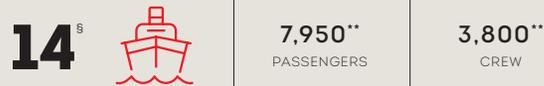
NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



EMPLOYMENT



2022 ACTUAL

\$503M*

2025 TARGET



PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



Eyre Peninsula developed a regional brand strategy that identified and communicates the unique qualities of the region.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, SINCLUDING EXPEDITIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ~ON AVERAGE. **ROUNDED.

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | FLEURIEU PENINSULA

FLEURIEU PENINSULA

The key priorities for the Fleurieu Peninsula are to encourage year-round visitation and drive visitor yield. The aim is to grow spend from day-trippers and local residents, as well as convert some day trips into overnight stays. Levers include events, accommodation improvement, experience development and marketing. For more details refer to 2025 RVS at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



27,050^{}**
PASSENGERS

12,000^{}**
CREW

EMPLOYMENT



4,200
DIRECT JOBS

1,600
INDIRECT JOBS

1 IN 6[†]
DIRECT JOBS SUPPORTED BY TOURISM

900
TOURISM BUSINESSES

2022 ACTUAL

\$665M*

2025 TARGET



\$643M

PERCENTAGE OF 2025 TARGET MET



103%

SATC EXPERIENCE NATURE TOURISM FUND



6[†]

SUCCESSFUL PROJECTS

\$136,906

FUNDING AMOUNT

\$206,807

TOTAL PROJECT VALUE

REGIONAL EVENTS



644[^]

NUMBER OF EVENTS

8

SATC FUNDED EVENTS

ACCOMMODATION



2,925

TOTAL ROOMS ATDW LISTED

50%[~]

OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Developed stakeholder marketing collaborations with a focus on digital, through integrating the Fleurieu Peninsula website onto southaustralia.com to increase traffic through to tourism operators.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. §INCLUDING EXPEDITIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ~ON AVERAGE. **ROUNDED.

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | FLINDERS RANGES & OUTBACK

FLINDERS RANGES & OUTBACK

The focus for the Flinders Ranges and Outback is to increase overnight visitation via greater regional and cross regional collaboration around touring routes and events. New products, infrastructure and capability building will be critical for success. For more details refer to 2025 RVS at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



NO ACTIVE PORT

EMPLOYMENT



2,500
DIRECT JOBS

900
INDIRECT JOBS

1 IN 12[~]
DIRECT JOBS SUPPORTED BY TOURISM

500
TOURISM BUSINESSES

2022 ACTUAL

\$576M*

2025 TARGET



\$638M

PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



3[†]
SUCCESSFUL PROJECTS

\$111,577
FUNDING AMOUNT

\$231,011
TOTAL PROJECT VALUE

REGIONAL EVENTS



234[^]
NUMBER OF EVENTS

2
SATC FUNDED EVENTS

ACCOMMODATION



2,911
TOTAL ROOMS ATDW LISTED

62%[~]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Provided product development advice to support the Department for Environment and Water with the development of the Ediacara fossil site at Nilpena.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, SINCLUDING EXPEDITIONS. [^]EVENTS ON AVERAGE OVER 12 MONTH PERIOD. [~]ON AVERAGE. **ROUNDED.

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | KANGAROO ISLAND

KANGAROO ISLAND

After the summer 2020 bushfires in which more than 40% of Kangaroo Island was impacted, the Island's priority is industry resilience and regrowth. As an established visitor region, the focus for Kangaroo Island has always been about exceeding on visitor expectations, growing visitor yield, dispersal and managing the sustainable development of tourism on the Island. With highly seasonal visitation, encouraging visitation in the quieter months of May to August continues to be a priority. For more details refer to 2025 RVS at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



EMPLOYMENT



2022 ACTUAL

\$187M*

2025 TARGET



\$199M

PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



3†
SUCCESSFUL PROJECTS

\$80,001
FUNDING AMOUNT

\$128,266
TOTAL PROJECT VALUE

REGIONAL EVENTS



111^
NUMBER OF EVENTS

2
SATC FUNDED EVENTS

ACCOMMODATION



760
TOTAL ROOMS ATDW LISTED

50%~
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



The KI Cup Carnival continues to be a hallmark event for the Island, attracting thousands of attendees each year and in 2022 more than 77% of attendees stayed on the Island for 3 nights or more.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, SINCLUDING EXPEDITIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ~ON AVERAGE. **ROUNDED.

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | LIMESTONE COAST

LIMESTONE COAST

The priority for the Limestone Coast is to increase overnight visitor volumes from international and domestic markets and convert some existing day-trippers to linger longer and stay overnight. Being a predominantly self-drive visitor market, leveraging existing touring routes and promoting and developing hero tourism experiences and events that reflect the region's uniqueness will be key. For more details refer to 2025 RVS at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



EMPLOYMENT



2022 ACTUAL

\$441M*

2025 TARGET



PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



Generations in Jazz, returned after a two-year hiatus due to COVID. With challenges still present from COVID, the event was delivered in a hybrid format, across virtual and live platforms, further expanding their reach to a new global audience.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. [~]INCLUDING EXPEDITIONS. [^]EVENTS ON AVERAGE OVER 12 MONTH PERIOD. [~]ON AVERAGE. ^{**}ROUNDED.

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | MURRAY RIVER, LAKES & COORONG

MURRAY RIVER, LAKES & COORONG

The region's priorities are to grow visitor spend from intrastate day trips as well as increase overnight visits from interstate, intrastate and a small international base. As the region is predominantly a self-drive visitor market, leveraging existing touring routes and promoting and developing events and tourism experiences that reflect the region's uniqueness will be key. For more details refer to 2025 RVS at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



EMPLOYMENT



2022 ACTUAL

\$201M*

2025 TARGET



PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



Promoted the emerging hero experience River Murray Dark Sky Reserve as a major focus of the SATC campaign 'For Those Who Want a Little More'.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, SINCLUDING EXPEDITIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ~ON AVERAGE. **ROUNDED.

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | RIVERLAND

RIVERLAND

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: increase collaboration, growing events, creating new visitor experiences, and supporting operators. For more details refer to 2025 RVS at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



NO ACTIVE PORT

EMPLOYMENT



1,400
DIRECT JOBS

500
INDIRECT JOBS

1 IN 11[~]
DIRECT JOBS SUPPORTED BY TOURISM

300
TOURISM BUSINESSES

2022 ACTUAL

\$240M*

2025 TARGET



\$247M

PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



2[†]
SUCCESSFUL PROJECTS

\$30,044
FUNDING AMOUNT

\$42,607
TOTAL PROJECT VALUE

REGIONAL EVENTS



249[^]
NUMBER OF EVENTS

5
SATC FUNDED EVENTS

ACCOMMODATION



2,073
TOTAL ROOMS ATDW LISTED

62%[~]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Encouraged the development and supported the promotion of a new, international-ready product with Canoe Adventures.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, SINCLUDING EXPEDITIONS. [^]EVENTS ON AVERAGE OVER 12 MONTH PERIOD. [~]ON AVERAGE. [~]ROUNDED.

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | YORKE PENINSULA

YORKE PENINSULA

Yorke Peninsula's priority is to increase visitor expenditure and dispersal from intrastate and interstate self-drive markets. Developing new and promoting existing experiences that showcase the region's coastal lifestyle, wildlife and nature will be key. For more details refer to 2025 RVS at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



EMPLOYMENT



2022 ACTUAL

\$354M*

2025 TARGET



PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



Assisted in creating awareness of Yorke Peninsula's Aboriginal experiences by conducting a specific photo and film shoot in region.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, SINCLUDING EXPEDITIONS. ~EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ^ON AVERAGE. **ROUNDED.