

# 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](http://tourism.sa.gov.au).



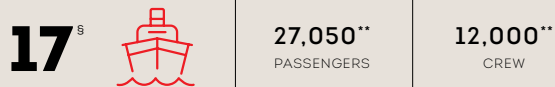
### NEW PRODUCTS / EXPERIENCES



### ATDW LEADS TO BUSINESSES



### CRUISE SHIP ARRIVALS



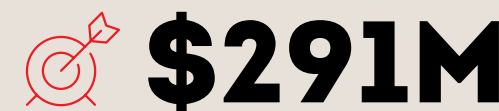
### EMPLOYMENT



## 2022 ACTUAL

# \$326M\*

### 2025 TARGET



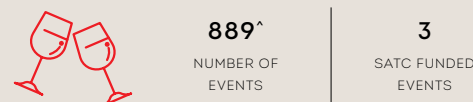
### PERCENTAGE OF 2025 TARGET MET



### 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.