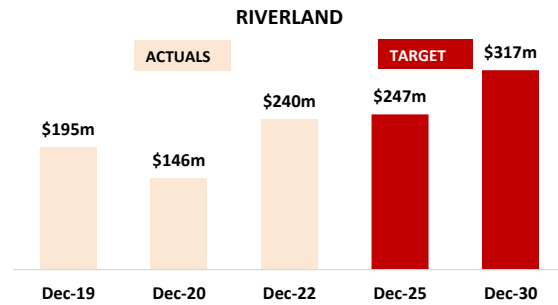




**OVERVIEW**

ALL DATA BASED ON THE YEAR END DECEMBER 2022

- Currently the Riverland contributes \$240 million to the year end December 2022 South Australian expenditure of \$8.3 billion.
- The Riverland has achieved 97 per cent of their 2025 target of \$247 million and 76 per cent of their 2030 target of \$317 million.



**ANNUAL VISITOR SUMMARY YEAR END DECEMBER 2022**

ORIGIN					
	Intrastate	Interstate	Total Domestic	International	Total
<b>Overnight Visits</b>	325,000	85,000	<b>410,000</b>	2,000	<b>412,000</b>
%	79%	21%	<b>100%</b>	0%	<b>100%</b>
<i>Share of Regional SA</i>	9%	8%	<b>9%</b>	4%	<b>9%</b>
<hr/>					
<i>% Across Regional SA</i>	76%	22%	<b>99%</b>	1%	<b>100%</b>
<hr/>					
<b>Nights</b>	926,000	175,000	<b>1,101,000</b>	53,000	<b>1,154,000</b>
%	84%	16%	<b>95%</b>	5%	<b>100%</b>
<i>Share of Regional SA</i>	9%	3%	<b>7%</b>	6%	<b>7%</b>
<hr/>					
<i>% Across Regional SA</i>	63%	32%	<b>95%</b>	5%	<b>100%</b>
<hr/>					
<b>Average Length of Stay</b>	2.8	2.1	<b>2.7</b>	26.5	<b>2.8</b>
<b>ALOS Regional SA</b>	3.0	5.1	<b>3.5</b>	16.1	<b>3.7</b>
<hr/>					
<b>Total Expenditure</b>					<b>\$239,000,000</b>
<b>Overnight Expenditure</b>	\$143,000,000	\$41,000,000	<b>\$183,000,000</b>	\$1,000,000	<b>\$184,000,000</b>
<b>Day Trip Expenditure</b>					<b>\$55,000,000</b>
<hr/>					
<b>Domestic Day Trips</b>					<b>453,000</b>

- The Riverland saw 410,000 domestic overnight visitors for the year end December 2022.
- 79 per cent of overnight visitors were from intrastate and 21 per cent from interstate.
- The 325,000 intrastate overnight visitors stayed 926,000 nights with an average length of stay of 2.8 nights.
- There were 85,000 interstate overnight visitors who stayed 175,000 nights with an average length of stay of 2.1 nights
- The region saw 2,000 international visitors with an average length of stay of 26.5 nights and spend of \$1 million.
- 453,000 day trips were taken to the Riverland for the year with spend of \$55 million.

ALOS = Average Length of Stay

# RIVERLAND

## REGIONAL PROFILE



### PURPOSE

	Holiday	VFR	Business	Other	Total
<b>Overnight Visits</b>	262,000	76,000	66,000	12,000	<b>412,000</b>
%	64%	18%	16%	3%	<b>100%</b>
<i>Share of Regional SA</i>	11%	7%	7%	8%	<b>9%</b>
<i>% Across all regions</i>	53%	25%	19%	3%	<b>100%</b>

<b>Nights</b>	696,000	199,000	237,000	22,000	<b>1,154,000</b>
%	60%	17%	21%	2%	<b>100%</b>
<i>Share of Regional SA</i>	8%	6%	7%	3%	<b>7%</b>
<i>% Across all regions</i>	54%	21%	20%	4%	<b>100%</b>

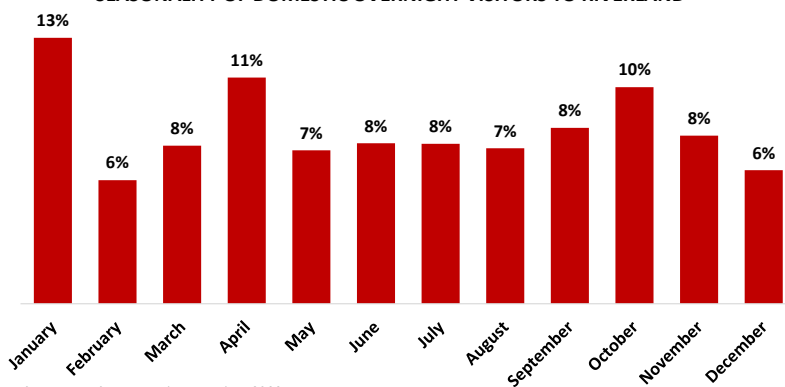
<b>Average Length of Stay</b>	2.7	2.6	3.6	1.8	<b>2.8</b>
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Expenditure					
<b>Annual Expenditure</b>	\$131,000,000	\$18,000,000	\$34,000,000	\$2,000,000	<b>\$184,000,000</b>
<b>Expenditure 2019</b>	\$114,000,000	\$18,000,000	\$20,000,000	\$9,000,000	<b>\$162,000,000</b>
<b>Av spend per night</b>	\$188	\$90	\$143	\$91	\$159
<b>Av spend per night Reg SA</b>	\$204	\$112	\$142	\$279	\$175
<b>Share of Regional SA</b>	3%	4%	0%	2%	<b>3%</b>

- 81 per cent of overnight visitors to the Riverland are overnight leisure visitors (Holiday + VFR).
- Overnight holiday visitors on average spend \$188 per night compared to VFR visitors who spend \$90 per night.
- Leisure overnight visitors spent \$149 million for the year, making up 81 per cent of all overnight expenditure.

### SEASONALITY

#### SEASONALITY OF DOMESTIC OVERNIGHT VISITORS TO RIVERLAND

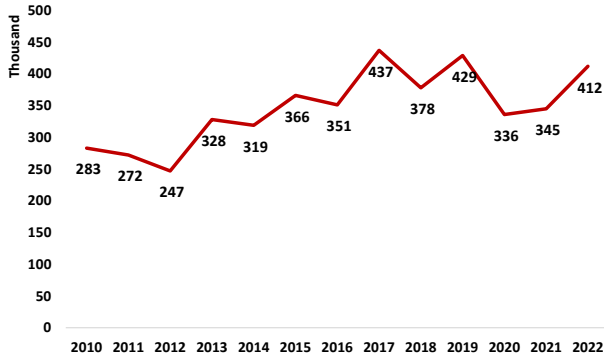


- National Visitor Survey data shows us that in 2022 January, April and October are the strongest months for visitation in the Riverland.
- January and April are busy with the school holidays.
- October is strong with the long weekend and school holidays

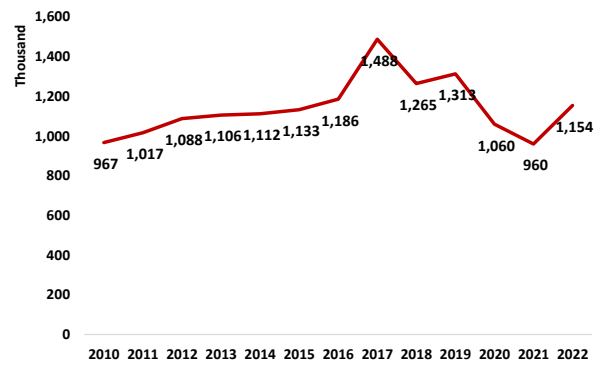


**TOTAL OVERNIGHT VISITATION 2010 - 2022**

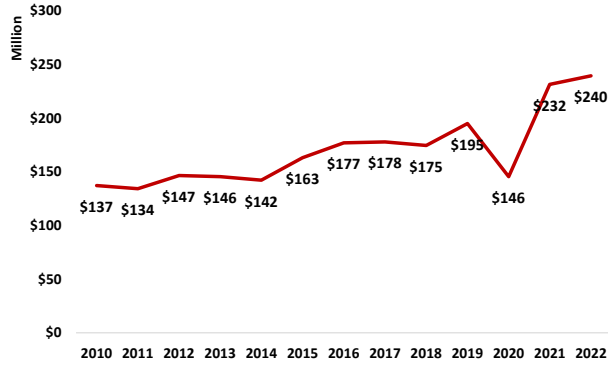
**VISITORS RIVERLAND 2010 - 2022 - International and Domestic**



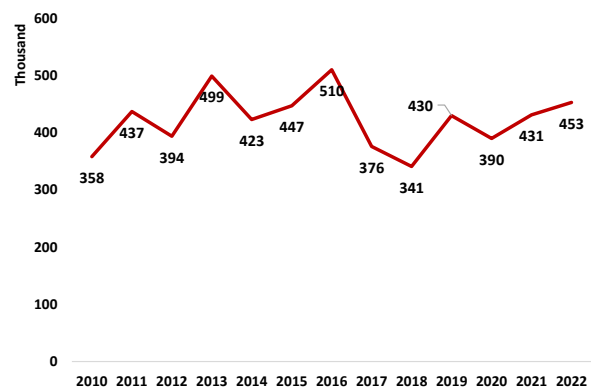
**NIGHTS RIVERLAND 2010 - 2022 - International and Domestic**



**TOTAL EXPENDITURE RIVERLAND 2010 - 2022 - International and Domestic**



**DAY TRIPS RIVERLAND 2010 - 2022 - Domestic**



Note: Fluctuations can occur in visitation data due to small sample sizes. Prior regional profiles used data averaged over three years to smooth these fluctuations.

Regions	Visits		Expenditure	
	Dec-22	Change on Dec-19	Dec-22	Change on Dec-19
Adelaide	3,084,000	-21%	4,400,000	-3%
Adelaide Hills	155,000	-31%	225,000	9%
Barossa	319,000	1%	326,000	45%
Clare Valley	196,000	-4%	152,000	29%
Eyre Peninsula	500,000	-14%	503,000	-8%
Fleurieu Peninsula	783,000	-13%	665,000	19%
Flinders Ranges and Outback	835,000	-10%	576,000	12%
Kangaroo Island	171,000	-18%	187,000	-2%
Limestone Coast	622,000	-20%	441,000	5%
Murray River, Lakes and Coorong	381,000	-16%	201,000	-28%
Riverland	412,000	-4%	240,000	23%
Yorke Peninsula	602,000	1%	354,000	47%
Regional SA	4,568,000	-12%	3,980,000	12%
<b>South Australia</b>	<b>7,291,000</b>	<b>-15%</b>	<b>8,340,000</b>	<b>3%</b>



**RIVERLAND TOURISM LISTINGS**

Category	# Listings
ATTRACTION	128
ACCOMM	92
EVENT	36
RESTAURANT	30
HIRE	22
TOUR	19
GENSERVICE	8
INFO	6
DESTINFO	3
JOURNEY	1
Grand Total	345

The **Australian Tourism Data Warehouse (ATDW)** is Australia’s national platform for digital tourism information. Eligible tourism businesses can create a listing for their accommodation, tour, food and drink establishment, event and more, free of charge. These listings appear on websites such as [southaustralia.com](http://southaustralia.com)

An **ATDW lead** is generated when a user performs one of the following actions when viewing an ATDW product page on southaustralia.com:

- Website click through (via visit website button or website URL)
- Book now button click
- Claim deal button click
- Clicking on contact email address to start writing email
- Clicking on a phone number to start a phone call (mobile only)

Note: some listings have multiple categories of accommodation  
Source: Australian Tourism Data Warehouse  
Categories above defined at - <https://tourism.sa.gov.au/support/atdw>

**RIVERLAND  
AUSTRALIAN TOURISM DATA WAREHOUSE  
LEADS  
66,000  
YEAR END DECEMBER 2022**



**TOP 5**

- BIG4 RENMARK RIVERFRONT HOLIDAY PARK
- PIKE RIVER LUXURY VILLAS
- RIVERBEND CARAVAN PARK
- DISCOVERY PARKS LAKE BONNEY
- BIG4 LOXTON RIVERFRONT HOLIDAY PARK

**TOP 5**

- 23 STREET DISTILLERY
- WILKADENE WOOLSHED BREWERY
- RIVERLAND WINE CENTRE
- SALENA ESTATE WINES
- OVERLAND CORNER HOTEL

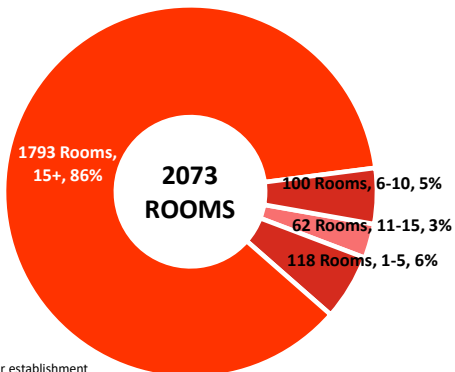
**TOP 5**

- RIVERGUM CRUISES
- RENMARK RIVER CRUISES
- LOVEDAY ADVENTURE PARK EXPERIENCES
- MURRAY RIVER TRAILS
- CANOE ADVENTURES KAYAK TOURS RIVERLAND

\* Other refers to leads for events, destination information, attractions, general services, hire and transport

**ROOMS IN REGIONS - AUSTRALIAN TOURISM DATA WAREHOUSE**

**ROOMS IN THE RIVERLAND - SOURCE ATDW**



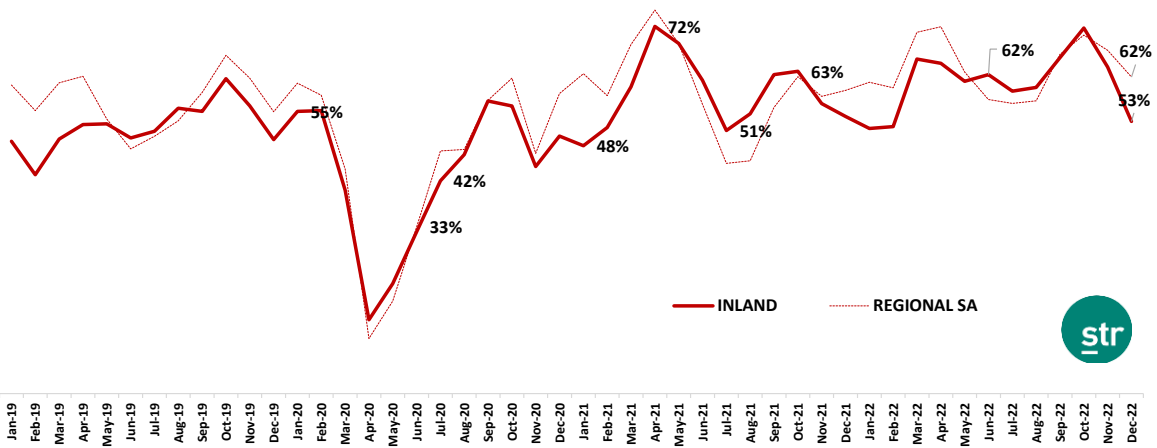
- Currently there are 92 establishments in the Riverland that accommodate guests.
- These 92 establishments account for 2,073 rooms across the region.
- 86 per cent of rooms fall into establishment with 15 or more rooms.
- 6 per cent of rooms fall into the 1-5 room establishments.

Rooms refers to rooms per establishment



**ACCOMMODATION STR**

**ACCOMMODATION OCCUPANCY INLAND**

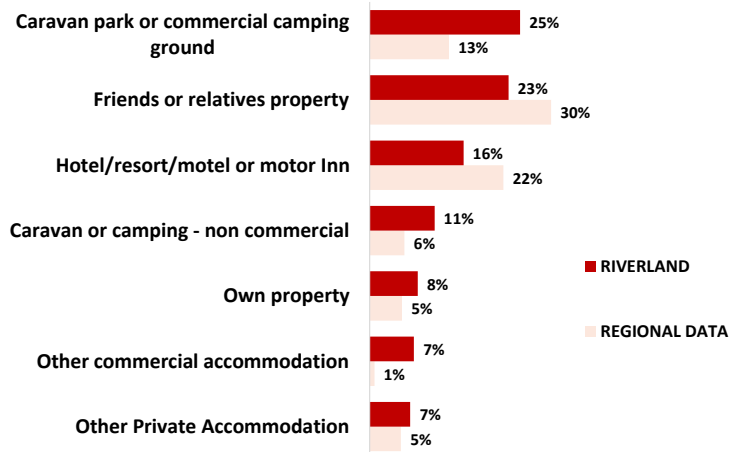


- The Inland regions include accommodation data for the Riverland, MRLC and the Flinders. Data is not provided for each specific region.
- In 2019 prior to COVID average occupancy for the Inland regions was 52%, this fell to 43% in 2020, rose to 59% in 2021 and grew again in 2022 to 61%.

**VISITOR USE OF ACCOMMODATION**

**ACCOMMODATION USED IN RIVERLAND FOR DOMESTIC VISITORS**

- 36 per cent stayed in a Caravan Park or Camping. This compares to the regional average of 19 per cent.
- 23 per cent of domestic overnight visitor nights in the Riverland are spent with Friends or Relatives compared to the SA regional average of 30 per cent.



**TRANSPORT**

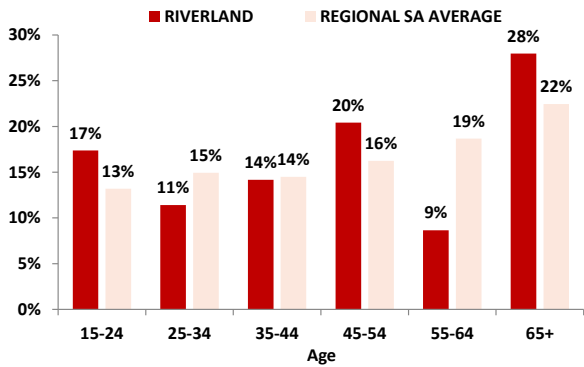


- The main method of transport used on trips to the Riverland was a self drive vehicle.
- 99% of visitors used this type of transport.
- 1% of people used another form of transport, this included helicopters, buses etc.



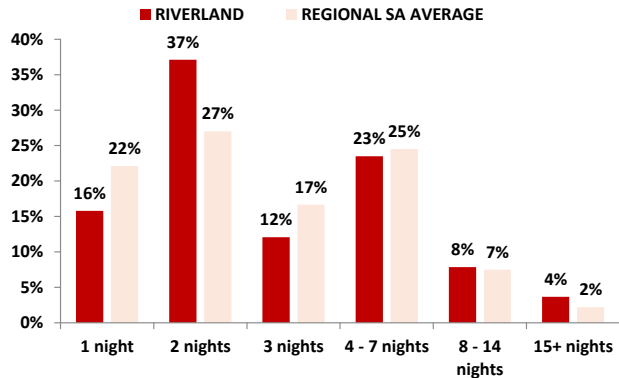
**VISITOR PROFILE**

**AGE OF VISITORS TO RIVERLAND**



- Overnight domestically there is a peak in the 45-54 and the 65+ age group of 20 per cent and 28 per cent.
- Both age groups are above the regional average.

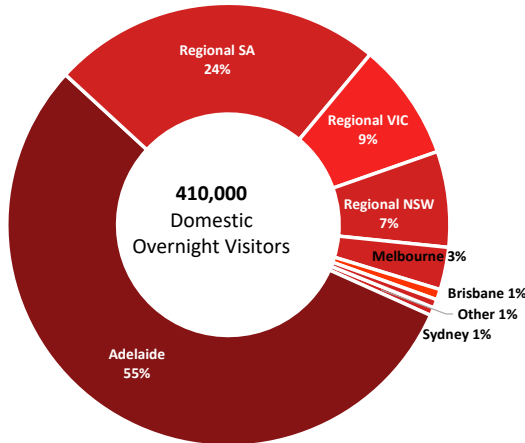
**LENGTH OF VISIT TO RIVERLAND**



- 37 per cent of domestic overnight visitors like to stay 2 nights.
- 23 per cent like to stay between 4 and 7 days, below the regional average of 25 per cent.

**VISITOR ORIGIN**

**ORIGIN OF DOMESTIC OVERNIGHT VISITORS TO RIVERLAND**

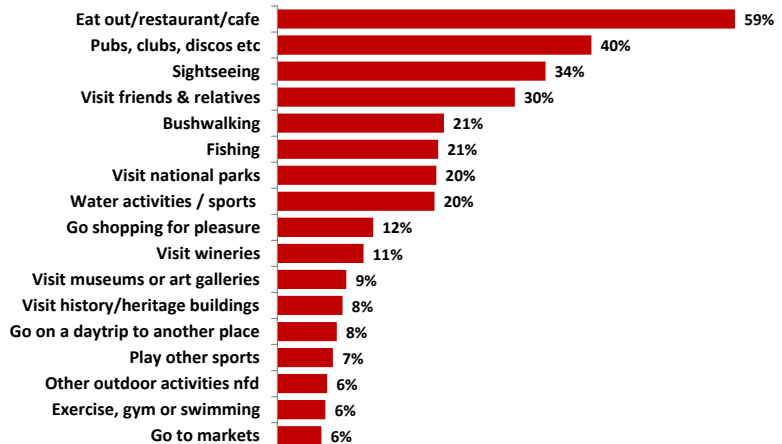


- Victoria at 12 per cent and New South Wales at 8 per cent are the Riverland's biggest interstate overnight domestic markets.
- Regional South Australia contributes 24 per cent of visitors to the Riverland.
- 55 per cent of visitors come from Adelaide.

**VISITOR ACTIVITIES**

**DOMESTIC OVERNIGHT VISITOR ACTIVITIES IN RIVERLAND**

- The most popular activity when coming to the Riverland is to eat out at a restaurant or cafe.
- Other popular activities include visiting a friend or relative, water activities/sports, visiting wineries, bushwalking, visiting national parks, fishing and seeing the sights.





# RIVERLAND

## REGIONAL PROFILE



### REGIONAL TOURISM SATELLITE ACCOUNT INFORMATION

In 2020-21, the tourism industry contributed an estimated \$254 million to the Riverland regional economy and directly employed approximately 1,400 people.

#### Employment

- 1,400 jobs for people employed directly by the tourism industry, 500 indirect jobs and a total employment impact of 1,900 people.

#### Gross Value Added (GVA)

- \$66 million and \$57 million in direct and indirect tourism GVA, and \$123 million in total tourism GVA.

#### Gross Regional Product (GRP)

- \$74 million and \$72 million in direct and indirect tourism GRP and \$145 million in total tourism GRP.

#### Tourism Consumption

2020-21

**Tourism products** - directly consumed

- Takeaway and restaurant meals 19%
- Shopping (including gifts and souvenirs) 14%
- Travel agency and tour operator services 12%
- Fuel (petrol, diesel) 10%
- Accommodation services 9%
- Food products 8%
- Long distance passenger transportation 7%
- Alcoholic beverages and other beverages 7%

#### Tourism Employment

2020-21

**Tourism Industries** - 1,400 directly employed

- Cafes, restaurants and takeaway food services 26%
- Retail trade 21%
- Accommodation 20%
- Travel agency and tour operator services 10%
- Air, water and other transport 5%
- Clubs, pubs, taverns and bars 5%
- All other industries 5%
- Road transport and transport equipment rental 4%

The regional tourism data is the latest available data at the time of publication. Data for the year end June 2022

### REGIONAL PERCEPTIONS REPORTING

- The Riverland holds a special place in the minds of South Australian's who visited the region growing up.
- However, the region is largely unknown, beyond the association with the river, for interstaters and locals who haven't ventured into this part of SA before.
- The region's appeal rests in the ability to kick back and relax by the river, roam the region and sample local produce, or for the more adventurous at heart, get active on the water

To drive increased visitation and expenditure, we recommend the Riverland:

<b>Increase the understanding of what the region has to offer</b>	To attract those who have never been to this region before, more needs to be done to increase awareness of what's on offer beyond the river.
<b>Promote the nature based activities available</b>	The opportunity travel down the river on a house boat, sit by a camp fire after mooring, take in the native wildlife and explore the water via kayak are all strong drawcards – making sure this it top of mind is key.
<b>Develop or promote a tasting trail for the region</b>	Visitors love the idea of being to sample local produce and visit the region's wineries, distilleries and breweries. Guiding them through the best stop-off's is a great way to hold their interest for longer and increase their footprint throughout the region.
<b>Region appeals to...</b>	<ul style="list-style-type: none"> <li>– Relaxation seekers</li> <li>– Nature lovers</li> <li>– Families</li> </ul>

Prepared by the South Australian Tourism Commission, December 2022

**Sources** Unless otherwise stated, all data in this report is 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 sizes 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. Data refers to visitors 15 years and over. Un less otherwise stated, all data refers to the year end December 2022.

**Regional Perceptions Testing - June 2022** - 3-day, online bulletin board (OBB) Approx. 40 mins of content per person, per day. Participants were recruited as follows: – 22 Intrastate participants (70% metro, 30% regional), – 20 interstate participants (Melbourne, Regional VIC and Sydney)

A mix of age (18-44 and 45-69) and gender was achieved across participants. Participants were willing travellers, non-rejectors of travelling to/within SA, and did not live in the region they were recruited to explore (for intrastate).

**Notes and Abbreviations** Totals may not add to 100% due to rounding. VFR: Visiting Friends and Relatives. np: Not Published due to small sample size. ALOS: Average Length of Stay