

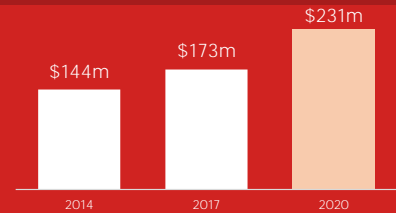
# RIVERLAND

## Regional Profile



### OVERVIEW

- Currently the Riverland contributes \$173 million to the December 2017 South Australian expenditure of \$6.6 billion.
- The Riverland has achieved 75 per cent of their \$231 million 2020 target.



### Annual Visitor Summary December 2015 - December 2017

#### ORIGIN

	Intrastate	Interstate	Total Domestic	International	Total visits
<b>Overnight Visits</b>	283,000	95,000	<b>378,000</b>	8,000	<b>386,000</b>
<b>%</b>	<b>75%</b>	<b>25%</b>	<b>98%</b>	<b>2%</b>	<b>100%</b>
<b>Nights</b>	764,000	275,000	<b>1,039,000</b>	232,000	<b>1,271,000</b>
<b>%</b>	<b>74%</b>	<b>26%</b>	<b>82%</b>	<b>18%</b>	<b>100%</b>
<b>Average Length of Stay</b>	3	3	3	29	3
<b>Domestic Day Trips</b>					
Average Annual Day Trips to the Riverland					<b>443,000</b>

#### PURPOSE

	Holiday	VFR	Business	Other	Total
<b>Overnight Visits</b>	231,000	85,000	47,000	26,000	<b>386,000</b>
<b>%</b>	<b>60%</b>	<b>22%</b>	<b>12%</b>	<b>7%</b>	<b>100%</b>
<b>Nights</b>	810,000	241,000	101,000	120,000	<b>1,271,000</b>
<b>%</b>	<b>64%</b>	<b>19%</b>	<b>8%</b>	<b>9%</b>	<b>100%</b>
<b>Average Length of Stay</b>	4	3	2	5	3
<b>Expenditure</b>					
Average Annual Expenditure					<b>173,000,000</b>

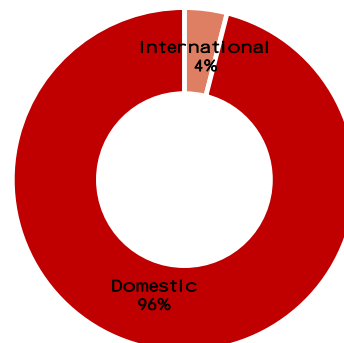
- 98 per cent of visitors are Domestic visitors and 2 per cent International visitors.
- Domestically, 75 per cent of visitors are from within the state compared to 25 per cent from Interstate.
- 82 per cent of visitors to the Riverland are Leisure visitors (Holiday + VFR).

#### RIVERLAND TOURISM LISTINGS

Category	Riverland
Accommodation	87
Attraction	20
Destination Information	3
Event	65
Food and Drink	21
Hire	27
Information Services	1
Tour	9
<b>Grand Total</b>	<b>233</b>

Note: some listings have multiple categories of accommodation  
Source: Australian Tourism Data Warehouse

#### RIVERLAND MEDIA COVERAGE



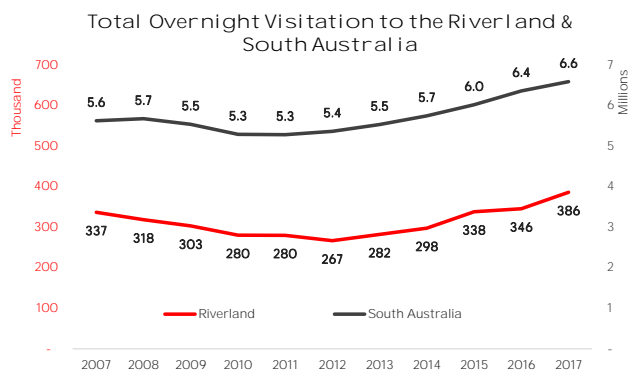
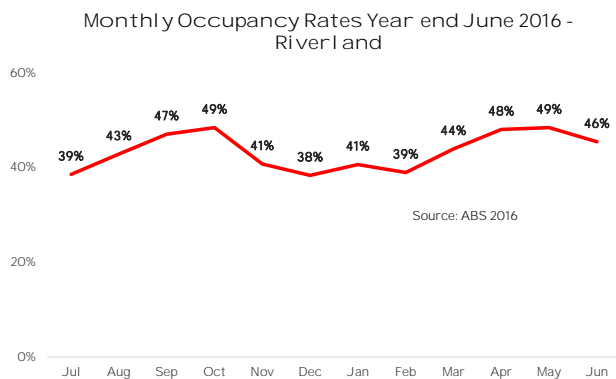
Source: Item Count - SATC Internal - 2017



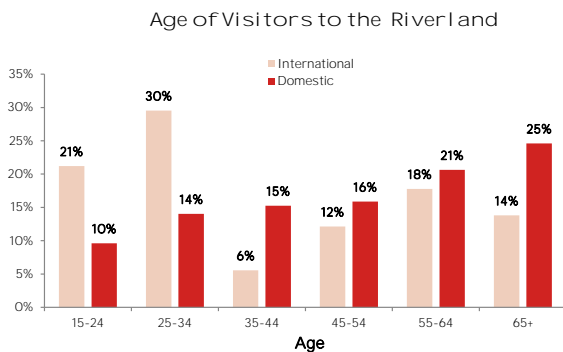
## ACCOMMODATION SUPPLY

Hotels, Motels and Service Apartments with 15+ rooms	
Establishments	14
Rooms	502
Occupancy	44%
Takings	\$8,900,000

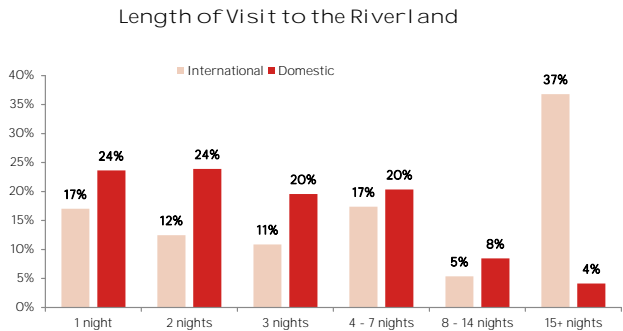
- Average occupancy for the year is 44 per cent over 14 establishments and 502 rooms.
- The peak months are May and October each with occupancy of 49 per cent.
- Low points of the year comes in December where occupancy drops to 38 per cent.
- Occupancy through the winter months averages 43 per cent.



## VISITOR PROFILE



- 51 per cent of International visitors prefer to stay 1-2 nights in the Riverland.
- For Domestic visitors there is a peak in the 65+ age group, at 25 per cent.



- 37 per cent of International visitors stay longer than 15 nights. This relates to International workers in the Riverland.
- 48 per cent of Domestic visitors prefer to stay 1 - 2 night in the Riverland.



### DOMESTIC VISITOR PROFILE

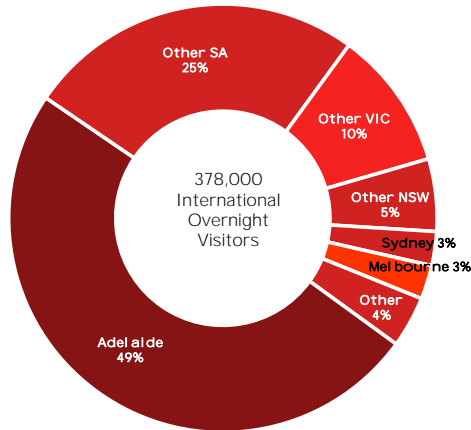
Purpose	Holiday	VFR	Other	Total
Visits	225,000	84,000	71,000	378,000
<b>%</b>	<b>60%</b>	<b>22%</b>	<b>19%</b>	<b>100%</b>
Nights	646,000	232,000	162,000	1,039,000
<b>%</b>	<b>62%</b>	<b>22%</b>	<b>16%</b>	<b>100%</b>
ALOS	3	3	2	3

### INTERNATIONAL VISITOR PROFILE

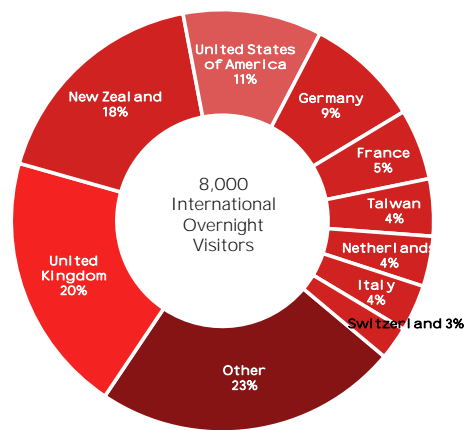
Purpose	Holiday	VFR	Other	Total
Visits	6,000	1,000	1,000	8,000
<b>%</b>	<b>75%</b>	<b>13%</b>	<b>13%</b>	<b>100%</b>
Nights	165,000	9,000	57,000	232,000
<b>%</b>	<b>71%</b>	<b>4%</b>	<b>25%</b>	<b>100%</b>
ALOS	28	9	57	29

### VISITOR ORIGIN

Origin of Domestic Overnight Visitors to the Riverland



Origin of International Visitors to the Riverland

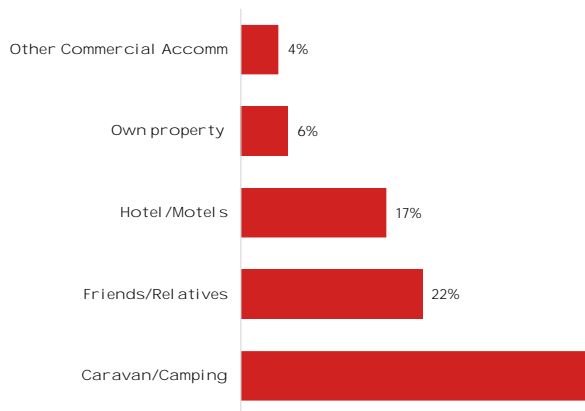


- Regional South Australia contributes 25 per cent of visitors to the Riverland.
- Adelaide visitors contribute 49 per cent of the visitors to the Riverland.
- 13 per cent of visitors come from Victoria.
- Internationally Europeans contribute 48 per cent of the visits to the Riverland, with the United Kingdom contributing 20 per cent.
- 18 per cent of visitors to the Riverland come from New Zealand.

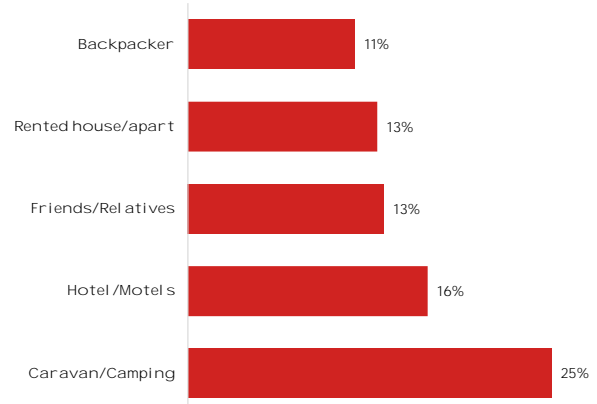


VISITOR USE OF ACCOMMODATION

Accommodation used in the Riverland for Domestic Visitors



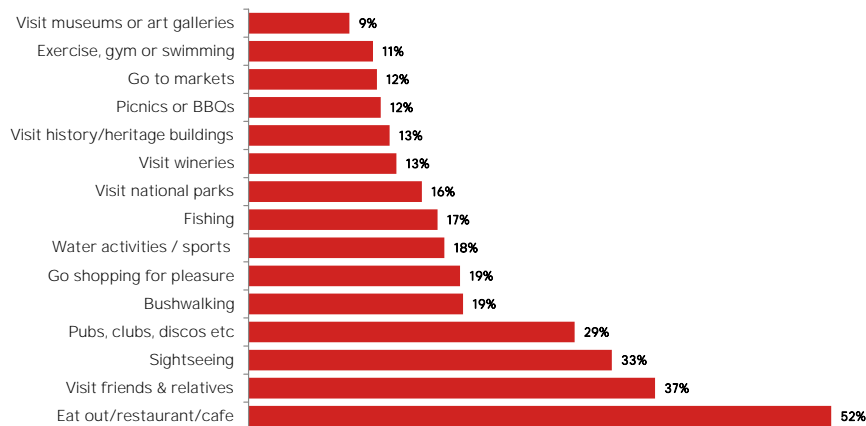
Accommodation used in Riverland for International Visitors



- 41 percent of Domestic visitor stay in Caravan and Camping accommodation.
- 39 per cent of Domestic visitor nights to the Riverland are spent either in Friends or Relatives property or Hotels or Motels.
- 29 per cent of International visitor nights to the Riverland are spent either in Friends or Relatives property or Hotels or Motels.
- 25 per cent of International visitors prefer Caravan or Camping accommodation.

VISITOR ACTIVITIES

Domestic Visitor Activities in the Riverland



- The most popular activity when coming to the Riverland is to Eat out at a restaurant or cafe.
- Other popular activities include Sightseeing, Water activities /Sports and Fishing.





## REGIONAL TOURISM SATELLITE ACCOUNT INFORMATION

In 2016-17, the tourism industry contributed an estimated \$135 million to the Riverland regional economy and directly employed approximately 1,100 people.

### Employment

- 1,100 jobs for people employed directly by the tourism industry, 400 indirect jobs and a total employment impact of 1,500 people.

### Tourism output

- \$115 million and \$138 million in direct and indirect tourism output, and \$252 million in total tourism output.

### Gross Value Added (GVA)

- \$62 million and \$59 million in direct and indirect tourism GVA, and \$122 million in total tourism GVA.

### Gross Regional Product (GRP)

- \$68 million and \$67 million in direct and indirect tourism GRP and \$135 million in total tourism GRP.

## REGIONAL INSIGHTS

### Interstate

- The river is a huge drawcard, offering a unique and diverse outdoor experience.
- Family activities offer an appealing holiday prospect.

### Intrastate

- House boating and activities available are the main appeal factors.
- Time and distance a problem also for some Adelaide residents.

### International

- Staying on a houseboat appeals to most.
- Most appealing activities:
  - Exploring historic riverside townships;
  - Fine dining on a river cruise;
  - Having a picnic on the riverbank.

### Regional Visitor Strategy 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: growing events, creating new visitor experiences, driving increased collaboration and supporting operators.

Appeal data is from the consumer surveying conducted for the SATC by BDA Marketing Planning. Sample of 800 interstate travellers and 400 interstate travellers, followed by eight focus groups in Adelaide, Sydney and Melbourne. Comments relating to International appeal are sourced from the Consumer Demand Project run by Tourism Australia in 11 priority markets, with a sample of 1,600 per market.

Prepared by the South Australian Tourism Commission, December 2017

**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. Unless otherwise stated, all data refers to the Annual Average results for the 3 years from December 2015 to December 2017. Consumer Demand Product Testing Phase 1 - BDA Marketing

**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  
ABS: Survey of Tourism Accommodation. Hotels, Motels, Guest houses and Serviced Apartments with 15 or more rooms. Cat. No. 8635455001  
Consumer Demand Product Testing Phase 1 - BDA Marketing