

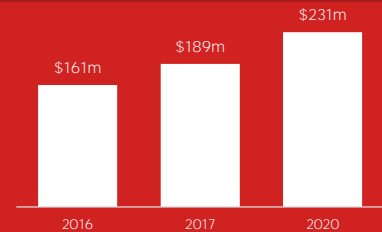
# RIVERLAND

Regional Profile December 2014-2016



## OVERVIEW

- Currently the Riverland contributes \$161 million to the December 2016 South Australian expenditure of \$5.8 billion.
- The Riverland has achieved 70 per cent of their \$231 million 2020 target.



## Annual Visitor Summary December 2014 - December 2016

### ORIGIN

	Intrastate	Interstate	Total Domestic	International	Total visits
Visits	249,000	89,000	338,000	8,000	346,000
%	74%	26%	98%	2%	100%
Nights	668,000	276,000	944,000	202,000	1,146,000
%	71%	29%	82%	18%	100%
Average Length of Stay	2.7	3.1	2.8	25.3	3.3

### Day Trips

Average Annual Day Trips to the Riverland 460,000

### PURPOSE

	Holiday	VFR	Business	Other	Total
Visits	210,000	67,000	42,000	27,000	346,000
%	61%	19%	12%	8%	100%
Nights	722,000	190,000	105,000	129,000	1,146,000
%	63%	17%	9%	11%	100%
Average Length of Stay	3.4	2.8	2.5	4.8	3.3

### Expenditure

Average Annual Expenditure \$ 161,000,000

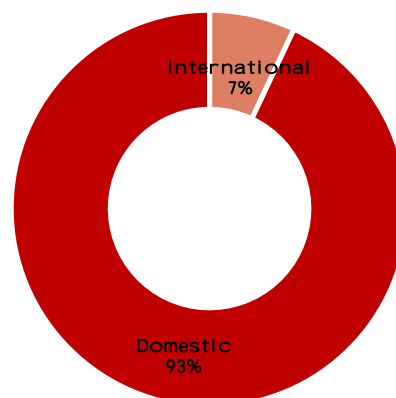
- 98 per cent of visitors are Domestic Visitors and 2 per cent International Visitors.
- Domestically, 74 per cent are from within the state compared to 26 per cent from Interstate.
- 82 per cent of visitors to the Riverland are Leisure visitors (Holiday + VFR).

## RIVERLAND TOURISM LISTINGS

Category	Riverland
Accommodation	92
Event	89
Attraction	43
Hire	30
Food and Drink	22
Tour	7
Information Services	6
General Services	1
Destination Information	1
Grand Total	291

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

## RIVERLAND MEDIA COVERAGE



Source: Item Count - SATC Internal - 2016

# RIVERLAND

Regional Profile December 2014-2016

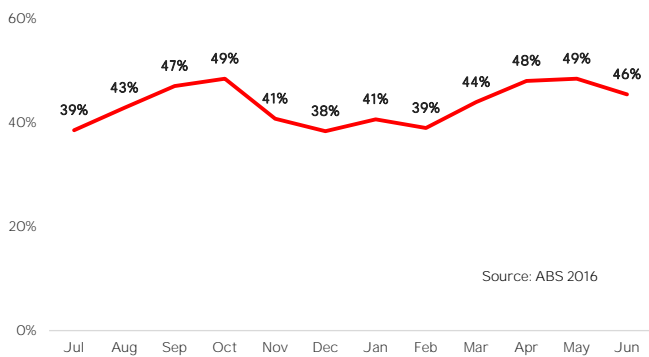


## ACCOMMODATION SUPPLY

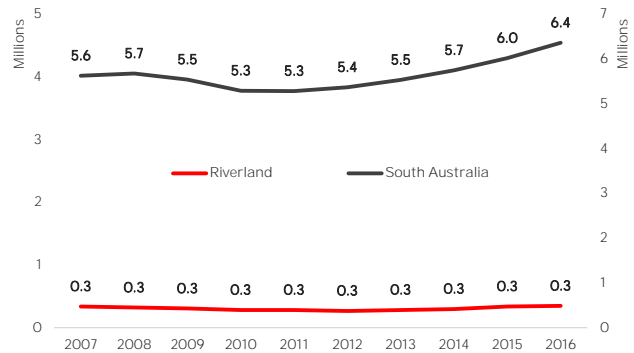
Hotels, Motels and Service Apartments with 15+ rooms	
Establishments	14
Rooms	502
Occupancy	44%
Takings	\$ 8,900,000

- 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.

Monthly Occupancy Rates Year end June 2016 - Riverland

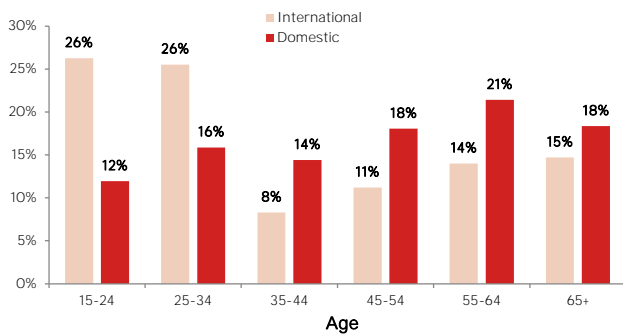


Total Overnight Visitation to Riverland & South Australia



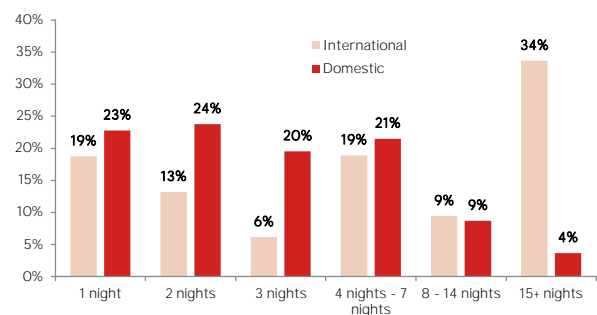
## VISITOR PROFILE

Age of Visitors to Riverland



- International Visitors peak in the 15-24 and the 25-34 age group each at 26 per cent.
- For Domestic Visitors there is a peak in the 55-64 age group, at 21 per cent.

Length of Visit to Riverland



- 34 per cent of International Visitors stay longer than 15 nights. This relates to International workers in the Riverland.
- 47 per cent of Domestic Visitors prefer to stay 1 - 2 night in the Riverland.

# RIVERLAND

Regional Profile December 2014-2016



## DOMESTIC VISITOR PROFILE

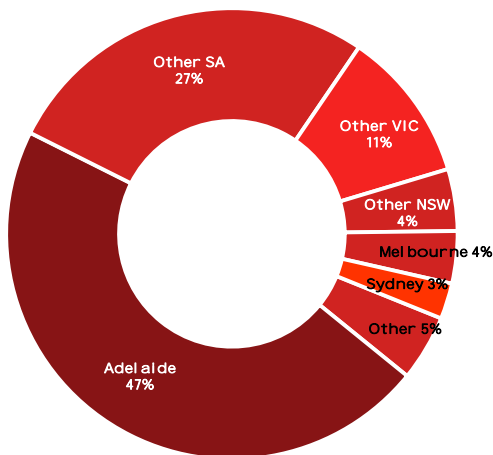
Purpose	Holiday	VFR	Other	Total
Visits	205,000	66,000	69,000	338,000
%	61%	20%	20%	100%
Nights	580,000	179,000	183,000	944,000
%	61%	19%	19%	100%
ALOS	2.8	2.7	2.7	2.8

## INTERNATIONAL VISITOR PROFILE

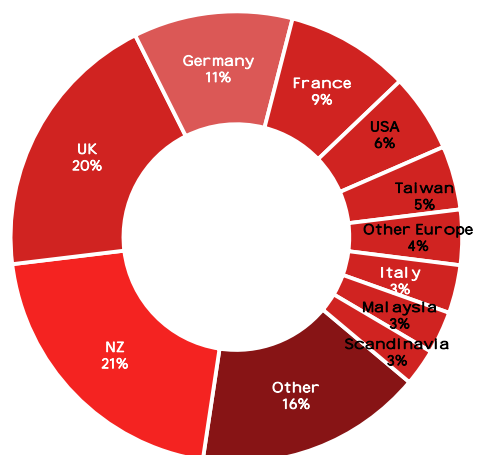
Purpose	Holiday	VFR	Other	Total
Visits	5,000	1,000	1,500	8,000
%	63%	13%	19%	100%
Nights	141,000	10,000	50,000	202,000
%	70%	5%	25%	100%
ALOS	28.2	10.0	33.3	25.3

## VISITOR ORIGIN

Origin of Domestic Overnight Visitors to Riverland



Origin of International Visitors to Riverland

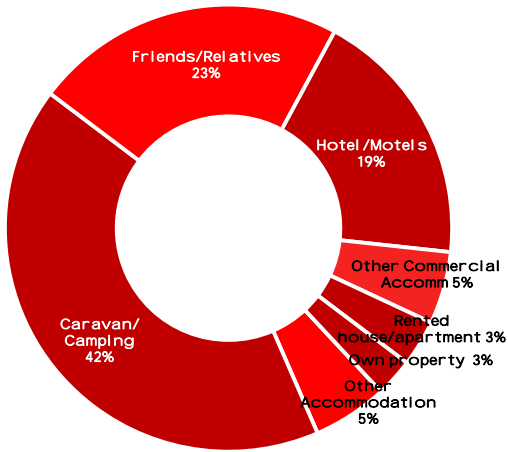


- Regional South Australia contributes 27 per cent of visitors to the Riverland.
- Adelaide visitors contribute 47 per cent of the visitors to the Riverland.
- 15 per cent of visitors come from Victoria.
- Internationally Europeans contribute 54 per cent of the visits to the Riverland, with the United Kingdom contributing 20.
- The Riverlands biggest International market is New Zealand with 21 per cent of visitors.

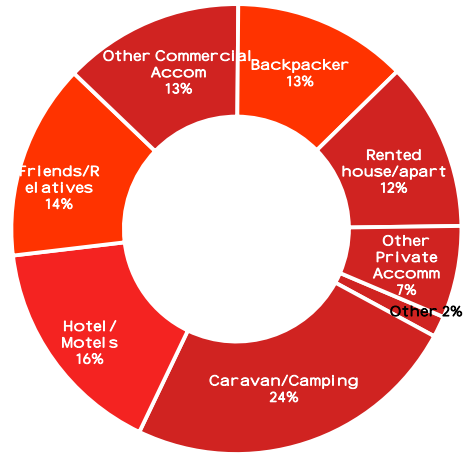


VISITOR USE OF ACCOMMODATION

Accommodation used in Riverland for Domestic Visitors



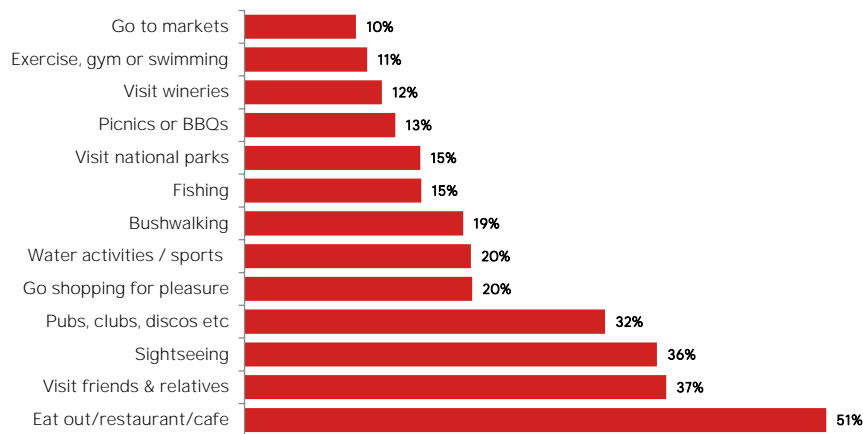
Accommodation used in Riverland for International Visitors



- 42 per cent of Domestic Visitor nights to the Riverland are spent either in Friends or Relatives property or Hotels or Motels.
- 42 percent of Domestic Visitor stay in Caravan and Camping accommodation.
- 30 per cent of International Visitor nights to the Riverland are spent either in Friends or Relatives property or Hotels or Motels.
- 24 per cent of International Visitors prefer Caravan or Camping accommodation.

VISITOR ACTIVITIES

Domestic 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 Sightseeing, Water activities /Sports and Fishing.



# RIVERLAND

Regional Profile December 2014-2016



## REGIONAL TOURISM SATELLITE ACCOUNT INFORMATION

- In 2013-14, the tourism industry contributed an estimated \$191 million to the Riverland regional economy (12.6 per cent of gross regional product) and directly employed approximately 700 people (5.4 per cent of regional employment).

In 2013-14, the tourism activity on the Riverland:

- \$88 million and \$292 million in direct and indirect tourism output, and \$380 million in total tourism output;
- \$46 million and \$122 million in direct and indirect tourism GVA, and \$168 million in total tourism GVA;
- \$49 million and \$142 million in direct and indirect tourism GRP and \$191 million in total tourism GRP; and
- 700 jobs for people employed directly by the tourism industry, 1,200 indirect jobs and a total employment impact of 1,900 people.

## REGIONAL INSIGHTS

- Range of activities provides solid appeal.

### 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.
- The river is not as attractive from those who live close.
- 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.

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 9 priority markets, with a sample of 500 per market.

Prepared by the South Australian Tourism Commission, December 2016

**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 2014 to December 2016  
Consumer Demand Product Testing - 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