

# RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | LIMESTONE COAST

## REGIONAL PRIORITY

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



ATDW LEADS TO BUSINESSES

**105,984**

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

**628K**



NIGHTS

**1.8M**



OVERNIGHT

**610K**



NEW PRODUCTS/EXPERIENCES

**11**



NEW TOURISM SIGNS

**41**

## EMPLOYMENT



**2,100**

DIRECT JOBS

**800**

INDIRECT JOBS

**1 IN 16**

JOBS SUPPORTED BY TOURISM

**700**

TOURISM BUSINESSES

## 2025 TARGET

## 2021 ACTUAL

**\$479M**

**\$439M**

### SATC GREAT STATE VOUCHERS (1-6)



**158**

NUMBER OF TOURISM BUSINESSES

**1,682**

NUMBER OF BOOKINGS

### SATC TOURISM INDUSTRY DEVELOPMENT FUND



**14**

SUCCESSFUL PROJECTS

**\$1,789,327**

FUNDING AMOUNT

**\$5,972,808**

TOTAL PROJECT VALUE

### REGIONAL EVENTS



**70<sup>+</sup>**

NUMBER OF EVENTS

**2**

FUNDED EVENTS

**\$30,000**

SATC FUNDING

### ACCOMMODATION



**15**

NEW ROOMS

**49**

REFURBISHED ROOMS

**2,289**

TOTAL ROOMS

**55%\*\***

OCCUPANCY

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2021, STR GLOBAL YEAR END DECEMBER 2021, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2021\*, AUSTRALIAN BUREAU OF STATISTICS \* DATA CAPTURED FOR YEAR END JUNE 2020. † EVENTS ON AVERAGE OVER 12 MONTH PERIOD \*\* ON AVERAGE



SOUTH AUSTRALIAN  
**REGIONAL**  
VISITOR STRATEGY