

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | CLARE VALLEY

CLARE VALLEY PRIORITY

Building off the region's strong self-drive visitor market, the focus for the Clare Valley is to encourage high spending interstate and international visitors to stay overnight in the region. Developing sustainable and commissionable nature-based, heritage, wellness and epicurean visitor experiences and additional quality accommodation is the key to ongoing success. For more details refer to the Regional Visitor Strategy (RVS) 2025 at tourism.sa.gov.au.



2023 ACTUAL

\$191M^{*}

2025 TARGET

\$132M

PERCENTAGE OF 2025 TARGET MET

151%

SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



The Festival of the Lamb 2023 was a collaboration between tourism and agricultural industries, and highlighted some of the region's most unique paddock-to-plate experiences and stories.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. ^aDATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. ^bINCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^cEVENTS ON AVERAGE OVER 12 MONTH PERIOD. ^oON AVERAGE.



SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY