

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | REGIONAL SOUTH AUSTRALIA

STATE PRIORITY

Regional tourism is critical to South Australia's visitor economy. To reach the 2025 potential, the eleven regions have collectively supported key priorities that will contribute to jobs and expenditure. Raising awareness of South Australia's regional tourism value and its contribution to the State's visitor economy is vital. Through working better together we will continue to achieve positive outcomes across the regions.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS

33[®]

30,050^{}**
PASSENGERS
13,700^{}**
CREW

EMPLOYMENT


21,300
DIRECT JOBS
8,200
INDIRECT JOBS
1 IN 10[†]
DIRECT JOBS SUPPORTED BY TOURISM
5,700
TOURISM BUSINESSES

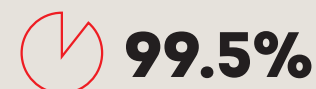
2022 ACTUAL

\$3.98B*

2025 TARGET



PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND


18[†]
SUCCESSFUL PROJECTS
\$485,800
FUNDING AMOUNT
\$824,160
TOTAL PROJECT VALUE

REGIONAL EVENTS


4589[^]
NUMBER OF EVENTS
56
SATC FUNDED EVENTS

ACCOMMODATION


19,720
TOTAL ROOMS ATDW LISTED
64%[~]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



SA Road Trips featured as an all-year round marketing feature in the SATC campaign For Those Who Want a Little More.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, INCLUDING EXPEDITIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ~ON AVERAGE. **ROUNDED.