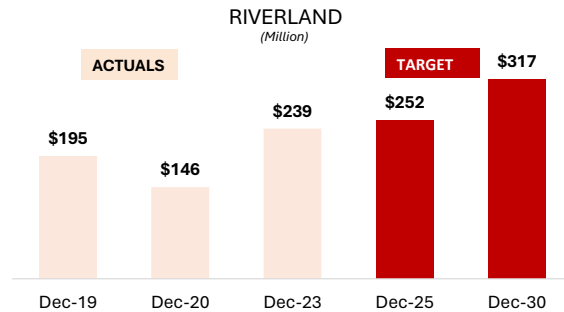# RIVERLAND
REGIONAL PROFILE

OVERVIEW

ALL DATA BASED ON THE YEAR END DECEMBER 2023

- Currently, the Riverland contributes $239 million to the year end December 2023 South Australian expenditure of $10.1 billion.

- The Riverland has achieved 95 per cent of their 2025 target of $252 million and 75 per cent of their 2030 target of $317 million.

RIVERLAND
(Million)

ACTUALS			TARGET	
$195	$146	$239	$252	$317
Dec-19	Dec-20	Dec-23	Dec-25	Dec-30

ANNUAL VISITOR SUMMARY YEAR END DECEMBER 2023

ORIGIN					
	Intrastate	Interstate	Total Domestic	International	Total
Overnight Visits	230,000	87,000	**317,000**	5,000	**322,000**
% of visits	71%	27%	**98%**	2%	**100%**
Share of Regional SA	5%	3%	**4%**	1%	**4%**
% Across Regional SA	60%	35%	**94%**	6%	**100%**
% Across Regional SA: percentage of visits across total regional SA that are intrastate, interstate or international					
Nights	562,000	337,000	**899,000**	105,000	**1,004,000**
% of nights	56%	34%	**90%**	10%	**100%**
Share of Regional SA	4%	3%	**3%**	1%	**3%**
% Across Regional SA	33%	31%	**65%**	35%	**100%**
% Across Regional SA: percentage of nights across total regional SA that are intrastate, interstate or international					
Average Length of Stay	2.4	3.9	**2.8**	21.0	**3.1**
ALOS Regional SA	2.8	4.6	**3.5**	32.0	**5.1**
Total Expenditure					**$238,000,000**
Overnight Expenditure	$82,000,000	$103,000,000	**$185,000,000**	$5,000,000	**$190,000,000**
Day Trip Expenditure					**$48,000,000**
Domestic Day Trips					**515,000**

- The Riverland saw 322,000 overnight visitors for the year end December 2023.
- 71 per cent of overnight visitors were from intrastate, 27 per cent from interstate and 2 per cent from overseas.
- The 230,000 intrastate overnight visitors stayed 562,000 nights with an average length of stay of 2.4 nights.
- There were 87,000 interstate overnight visitors who stayed 337,000 nights with an average length of stay of 3.9 nights
- The region saw 5,000 international visitors with an average length of stay of 21.0 nights and spend of $5 million.
- 515,000 day trips were taken to and within the Riverland for the year with spend of $48 million.

ALOS = Average Length of Stay

RIVERLAND
REGIONAL PROFILE

PURPOSE

	Holiday	VFR	Business	Other	Total
Overnight Visits	188,000	100,000	29,000	5,000	**322,000**
% of visits	58%	31%	9%	2%	**100%**
Share of Regional SA	6%	4%	2%	1%	**4%**
% Across all regions	*41%*	*33%*	*21%*	*6%*	***100%***
Nights	568,000	300,000	44,000	92,000	**1,004,000**
% of nights	57%	30%	4%	9%	**100%**
Share of Regional SA	5%	2%	1%	2%	**3%**
% Across all regions	*31%*	*39%*	*15%*	*14%*	***100%***
Average Length of Stay	3.0	3.0	1.5	18.4	**3.1**
Expenditure					
Annual Expenditure	$110,000,000	$38,000,000	$34,000,000	$9,000,000	**$190,000,000**
Expenditure 2019	$114,000,000	$18,000,000	$20,000,000	$9,000,000	**$162,000,000**
Av spend per night	$194	$127	$773	$98	$189
Av spend per night Reg SA	$224	$109	$155	$297	$181
Share of Regional SA	3%	5%	1.3%	2%	**3%**

- 89 per cent of overnight visitors to the Riverland are overnight leisure visitors (Holiday + VFR).
- Overnight holiday visitors on average spend $194 per night compared to VFR visitors who spend $127 per night.
- Leisure overnight visitors spent $148 million for the year, making up 78 per cent of all overnight expenditure.
- There are 29,000 business visitors who stay 44,000 nights with spend of $34million.

SEASONALITY

SEASONALITY OF DOMESTIC OVERNIGHT VISITORS TO RIVERLAND
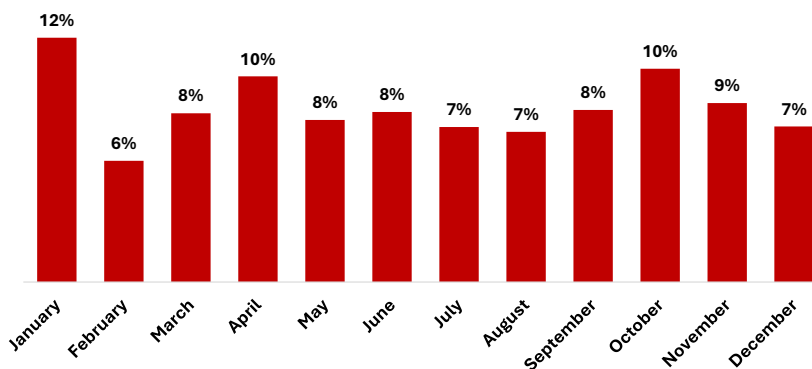
- National Visitor Survey data shows us that in 2023 January, April and October are the strongest months for visitation on the Riverland.

- January is the busiest month for the year with summer school holidays.

- April and October also strong with school holidays, Easter and the October long weekend.
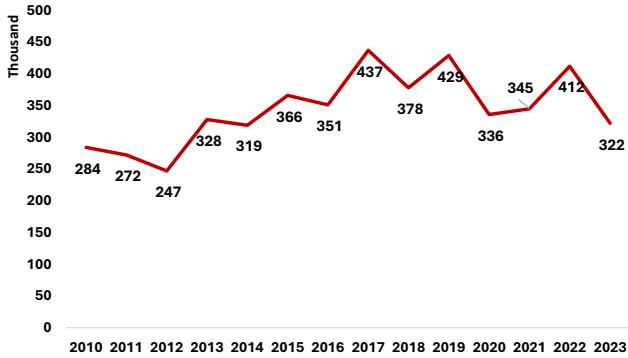
Source: NVS year end December 2022
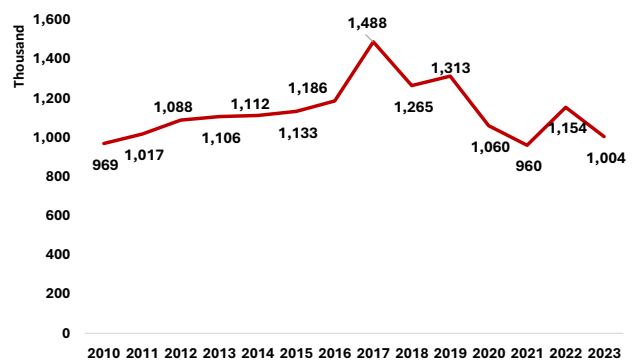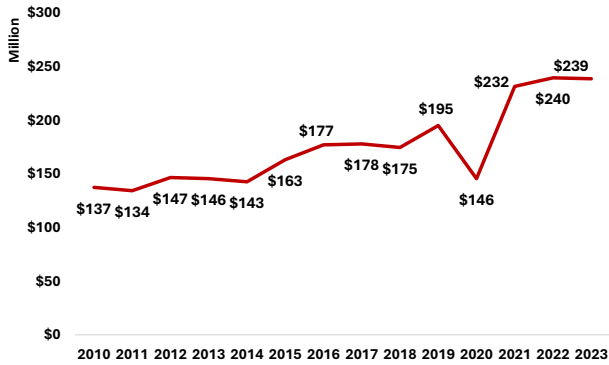
RIVERLAND
REGIONAL PROFILE

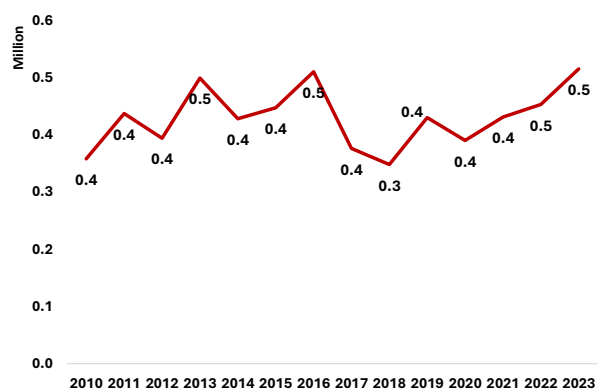**VISITORS RIVERLAND 2010 - 2023 - International and Domestic**

NIGHTS RIVERLAND 2010 - 2023 - International and Domestic

TOTAL EXPENDITURE RIVERLAND 2010 - 2023 - International and Domestic

DAY TRIPS RIVERLAND 2010 - 2023 - Domestic

Note: Fluctuations can occur in visitation data due to small sample sizes. Prior regional profiles used data averaged over three years to smooth these fluctuations.

Regions	Visits		Expenditure	
	Dec-23	Change on Dec-19	Dec-23	Change on Dec-19
Adelaide	3,422,000	-13%	$5,500,000,000	22%
Adelaide Hills	233,000	3%	$293,000,000	42%
Barossa	343,000	8%	$261,000,000	16%
Clare Valley	226,000	11%	$191,000,000	62%
Eyre Peninsula	537,000	-8%	$591,000,000	7%
Fleurieu Peninsula	868,000	-4%	$837,000,000	50%
Flinders Ranges and Outback	761,000	-18%	$610,000,000	19%
Kangaroo Island	205,000	-1%	$280,000,000	47%
Limestone Coast	763,000	-2%	$520,000,000	24%
Murray River, Lakes and Cooror	363,000	-20%	$373,000,000	33%
Riverland	322,000	-25%	$239,000,000	22%
Yorke Peninsula	530,000	-11%	$384,000,000	60%
Regional SA	4,830,000	-7%	$4,630,000,000	30%
South Australia	**7,835,000**	**-9%**	**$10,140,000,000**	**25%**

RIVERLAND
REGIONAL PROFILE

RIVERLAND TOURISM LISTINGS

Category	# Listings
Attraction	125
Accommodation	101
Event	33
Food & Drink	31
Hire	24
Tour	20
General Services	8
Information Services	6
Destination Information	3
Journey	1
Grand Total	352

Note: some listings have multiple categories of accommodation
Source: Australian Tourism Data Warehouse
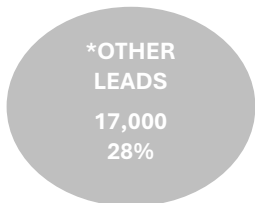*Categories above defined at - https://tourism.sa.gov.au/support/atdw*

The **Australian Tourism Data Warehouse (ATDW)** is Australia's national platform for digital tourism information. Eligible tourism businesses can create a listing for their accommodation, tour, food and drink establishment, event and more, free of charge. These listings appear on websites such as southaustralia.com

An **ATDW lead** is generated when a user performs one of the following actions when viewing an ATDW product page on southaustralia.com:
- Website click through (via visit website button or website URL)
- Book now button click
- Claim deal button click
- Clicking on contact email address to start writing email
- Clicking on a phone number to start a phone call (mobile only)

RIVERLAND
AUSTRALIAN TOURISM DATA WAREHOUSE
LEADS
63,000
YEAR END DECEMBER 2023

ACCOMMODATION LEADS
38,000
60%

FOOD & DRINK LEADS
3,800
6%

TOUR LEADS
4,200
7%

***OTHER LEADS**
17,000
28%

TOP 5
- BIG4 RENMARK RIVERFRONT HOLIDAY PARK
- DISCOVERY PARKS LAKE BONNEY
- PIKE RIVER LUXURY VILLAS
- RIVERBEND CARAVAN PARK
- BERRI RIVERSIDE HOLIDAY PARK

TOP 5
- WOOLSHED BREWERY
- TWENTY THIRD STREET DISTILLERY
- OVERLAND CORNER HOTEL
- SALENA ESTATE WINES / CUCINA 837 AT SALENA
- RIVERLAND WINE CENTRE

TOP 5
- RENMARK RIVER CRUISES
- LOVEDAY ADVENTURE PARK EXPERIENCES
- RIVERGUM CRUISES
- CANOE THE RIVERLAND KAYAK TOURS
- CANOE ADVENTURES KAYAK TOURS RIVERLAND

* Other refers to leads for events, destination information, at

ROOMS IN REGIONS - AUSTRALIAN TOURISM DATA WAREHOUSE

ROOMS IN THE RIVERLAND
SOURCE ATDW

2,342 ROOMS

- 1978 Rooms, 15+, 84%
- 133 Rooms, 1-5, 6%
- 114 Rooms, 6-10, 5%
- 117 Rooms, 11-15, 5%
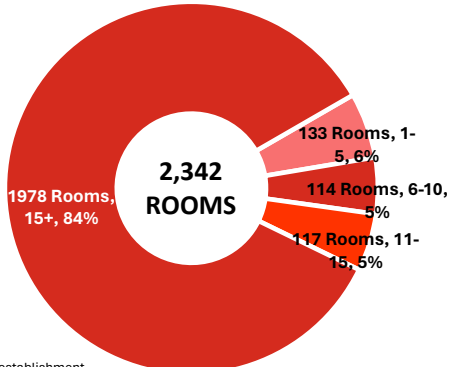
- Currently there are 109 establishments on the Riverland that accommodate guests.

- These 109 establishments account for 2,342 rooms across the region.

- 84 per cent of rooms fall into establishment with 15 or more rooms.

- 6 per cent of rooms fall into the 1-5 room establishments.

Rooms refers to rooms per establishment

ACCOMMODATION STR

ACCOMMODATION OCCUPANCY INLAND

—— INLAND   ‑‑‑‑ REGIONAL SA

- The Inland regions include accommodation data for the Riverland, Murray River Lakes and Coorong and the Flinders. Data is not provided for each specific region.
- In 2019 prior to COVID average occupancy for the Inland regions was 52%, this fell to 43% in 2020, rose to 59% in 2021, 62% in 2022 and fell in 2023 to 58%.

VISITOR USE OF ACCOMMODATION

- 24 per cent of domestic overnight visitor nights in the Riverland are spent with Friends or Relatives compared to the international average of 14 per cent.
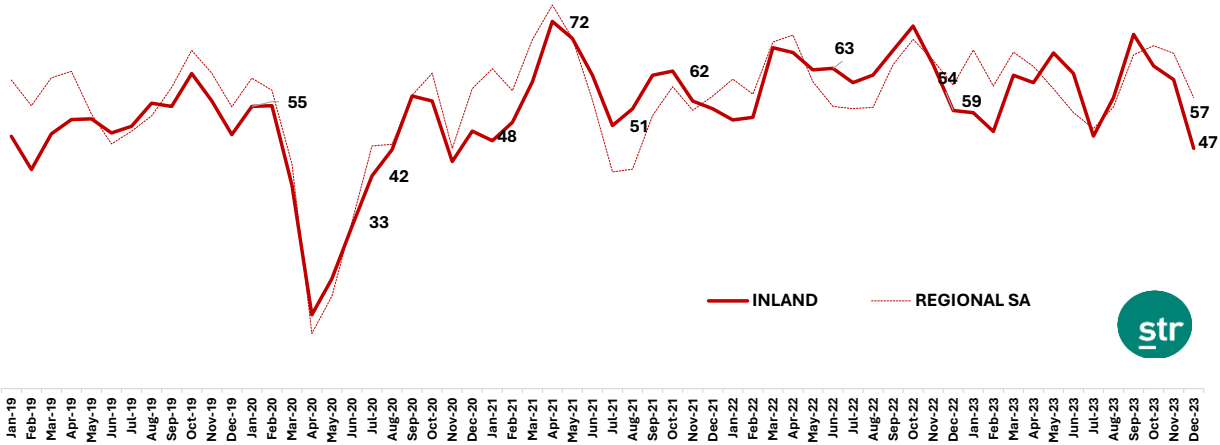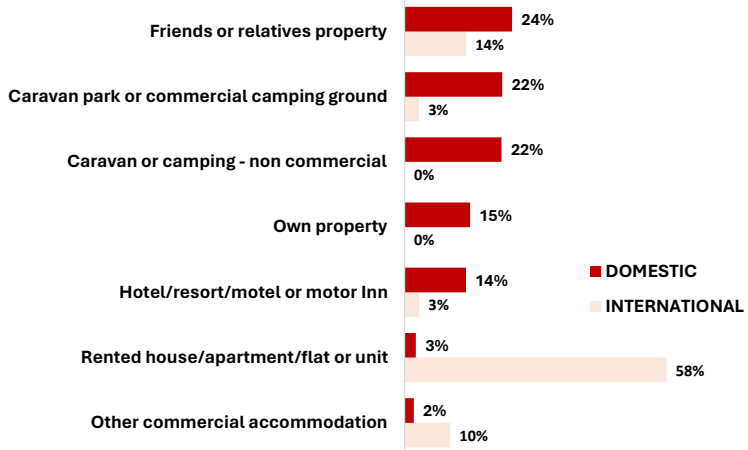
- 14 per cent of domestic and 3 per cent of international visitors stayed in a Hotel/resort/motel or motor inn.

- 44 per cent of domestic visitors to the Riverland stay in a caravan park.

- 58 per cent of international visitors stay in a rented house/apartment/flat or unit.

ACCOMMODATION USED IN RIVERLAND FOR DOMESTIC AND INTERNATIONAL VISITORS

	DOMESTIC	INTERNATIONAL
Friends or relatives property	24%	14%
Caravan park or commercial camping ground	22%	3%
Caravan or camping - non commercial	22%	0%
Own property	15%	0%
Hotel/resort/motel or motor Inn	14%	3%
Rented house/apartment/flat or unit	3%	58%
Other commercial accommodation	2%	10%

TRANSPORT

Other	1%
Self drive vehicle	92%
Aircraft	7%

- The main method of transport used on trips to the Riverland was self drive.
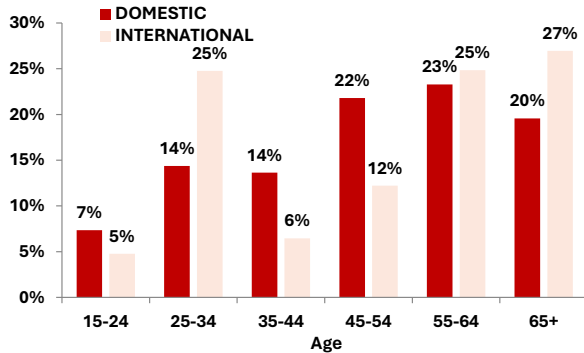
- 92 per cent travel to the region is through self drive.
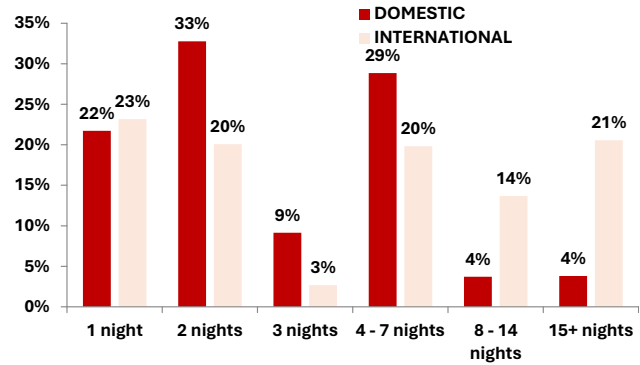
RIVERLAND
REGIONAL PROFILE

SOUTH AUSTRALIA
Government of South Australia
South Australian Tourism Commission

VISITOR PROFILE

AGE OF VISITORS TO RIVERLAND

Legend: DOMESTIC / INTERNATIONAL

Age	Domestic	International
15-24	7%	5%
25-34	14%	25%
35-44	14%	6%
45-54	22%	12%
55-64	23%	25%
65+	20%	27%

- In the domestic market the 55+ is the strongest age group with 43 per cent of visitors.
- The International market is also strongest for the 55+ age group with 52 per cent of all visits.
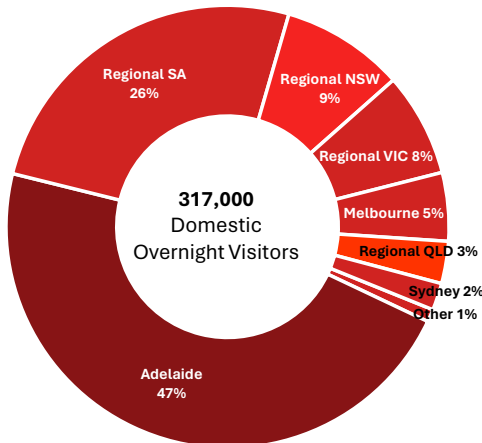
LENGTH OF VISIT TO RIVERLAND

Legend: DOMESTIC / INTERNATIONAL

Length	Domestic	International
1 night	22%	23%
2 nights	33%	20%
3 nights	9%	3%
4 - 7 nights	29%	20%
8 - 14 nights	4%	14%
15+ nights	4%	21%

- 55 per cent of domestic overnight visitors like to stay 1 to 2 nights. Domestic market also strong in the 4-7 nights with 29%.
- 43 per cent of international visitors stay 1-2 nights.

VISITOR ORIGIN

ORIGIN OF DOMESTIC OVERNIGHT VISITORS TO RIVERLAND

317,000 Domestic Overnight Visitors

- Regional SA 26%
- Regional NSW 9%
- Regional VIC 8%
- Melbourne 5%
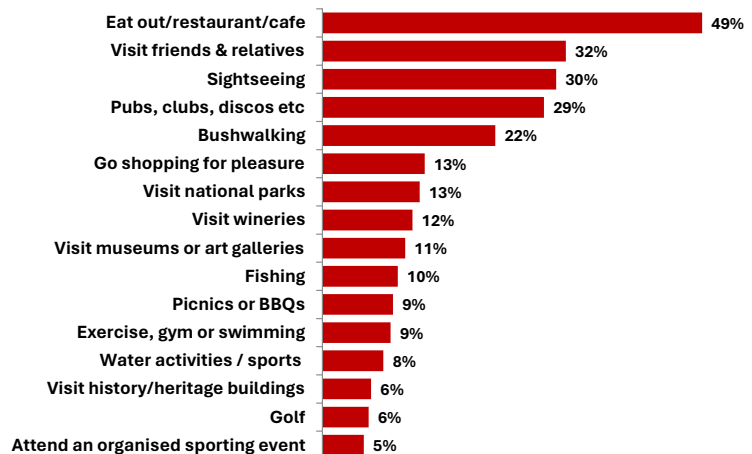- Regional QLD 3%
- Sydney 2%
- Other 1%
- Adelaide 47%

- Victoria at 13 per cent is the Riverland biggest interstate overnight domestic markets.
- Regional South Australia contributes 26 per cent of visitors to the Riverland.
- 47 per cent of visitors come from Adelaide.

VISITOR ACTIVITIES

- The most popular activity when coming to the Riverland is to eat out at a restaurant or cafe.

- Other popular activities include visiting a friend or relative, water activities/sports, visiting wineries, bushwalking, visiting national parks, fishing and seeing the sights.

DOMESTIC OVERNIGHT VISITOR ACTIVITIES IN RIVERLAND

Activity	Percent
Eat out/restaurant/cafe	49%
Visit friends & relatives	32%
Sightseeing	30%
Pubs, clubs, discos etc	29%
Bushwalking	22%
Go shopping for pleasure	13%
Visit national parks	13%
Visit wineries	12%
Visit museums or art galleries	11%
Fishing	10%
Picnics or BBQs	9%
Exercise, gym or swimming	9%
Water activities / sports	8%
Visit history/heritage buildings	6%
Golf	6%
Attend an organised sporting event	5%

RIVERLAND
REGIONAL PROFILE

REGIONAL TOURISM SATELLITE ACCOUNT INFORMATION

In 2021-22, the tourism industry contributed an estimated $240 million to the Riverland regional economy and directly employed 1,200 people.

Employment
- 1,200 jobs for people employed directly by the tourism industry, 500 indirect jobs and a total employment impact of 1,700 people.

Gross Value Added (GVA)
- $52 million and $58 million in direct and indirect tourism GVA, and $110 million in total tourism GVA.

Gross Regional Product (GRP)
- $57 million and $75 million in direct and indirect tourism GRP and $132 million in total tourism GRP.

Tourism Consumption

2021–22 Tourism products - directly consumed	
Takeaway and restaurant meals	20%
Shopping (including gifts and souvenirs)	15%
Fuel (petrol, diesel)	12%
Long distance passenger transportation	11%
Accommodation services	11%
Food products	7%
Alcoholic beverages and other beverages	7%
Travel agency and tour operator services	6%

Tourism Employment

2021–22 Tourism Industries - 1,200 directly employed	
Cafes, restaurants and takeaway food services	35%
Accommodation	25%
Retail trade	17%
Clubs, pubs, taverns and bars	7%
Air, water and other transport	6%
Travel agency and tour operator services	4%
Other sports and recreation services	2%
All other industries	2%

The regional tourism data is the latest available data at the time of publication. Data for the year end June 2022

REGIONAL PERCEPTIONS REPORTING

- The Riverland holds a special place in the minds of South Australian's who visited the region growing up.
- However, the region is largely unknown, beyond the association with the river, for interstaters and locals who haven't ventured into this part if SA before.
- The region's appeal rests in the ability to kick back and relax by the river, roam the region and sample local produce , or f or the more adventurous at heart, get active on the water

To drive increased visitation and expenditure, we recommend the Riverland:

Increase the understanding of what the region has to offer	To attract those who have never been to this region before, more needs to be done to increase awareness of what's on offer beyond the river.
Promote the nature based activities available	The opportunity travel down the river on a house boat, sit by a camp fire after mooring, take in the native wildlife and explore the water via kayak are all strong drawcards – making sure this it top of mind is key.
Develop or promote a tasting trail for the region	Visitors love the idea of being to sample local produce and visit the region's wineries, distilleries and breweries. Guiding them through the best stop-off's is a great way to hold their interest for longer and increase their footprint throughout the region.
Region appeals to…	— Relaxation seekers — Nature lovers — Families