



The term visitor economy has been intrinsically linked to tourism in recent years, but what exactly does it mean and why is it important? Put simply, it is the money visitors to our state spend while they are here which boosts our economy and flows into many other industries – not just tourism.

THE VISITOR ECONOMY ADDS UP

To grow our visitor economy, we obviously need to grow the number of visitors to South Australia which is a priority action area for the South Australian Tourism Commission (SATC). Tourism is an economic priority for the state and will play a key role in South Australia's economic transformation. To grow the visitor economy in South Australia, the State Government has invested an additional \$70 million over four years for activities such as marketing our state to national and international audiences and bringing new and exciting events, conferences and festivals to South Australia.

Recent announcements such as Adelaide hosting [World Routes 2019](#), the world's largest aviation trade business event is expected to inject more than \$20 million into our visitor economy. More than 3,000 delegates from around the world, representing major airlines, airports, tourism and aviation businesses will come to Adelaide for this conference. These delegates will stay in our hotels, visit our restaurants and bars, travel by taxi and visit our local shops and retailers during the course of their stay.

While here, they will also get a glimpse of the lifestyle on offer in our state and the city, which regularly features among the top ten most liveable cities in the world. They might engage with our friendly locals, meet business owners, visit friends or relatives who live here and could find themselves inspired enough to come back for a repeat visit, with their friends and family in tow. Tourism and cultural experiences build goodwill and create ambassadors for the state and that triggers more visitation. Business visitors spend three times more than the average visitor. In fact, research shows that around 40 per cent of business visitors to South Australia are inspired to come back.

There certainly is a lot to come back to South Australia for! We recently won a bid to host the superfight between world champions, Anthony Mundine and Danny Green at Adelaide Oval in February next year. Around 37,000 people are expected to watch the bout in Adelaide and it is anticipated that the event will pump \$4 million into our state's visitor economy.

Those visiting our state for this event may also decide to head to our easily accessible regions and enjoy all that they offer, further strengthening regional economies.

Education and migration also generates visitors. According to [Study Adelaide](#), our capital city is home to tens of thousands of international students from more than 150 countries. People who come to South Australia through education and migration tend to stay longer and become tourists in their own right. Their families who live overseas may also come to visit them in South Australia, which means more dollars injected into our state.

But it's not just visitors who boost our visitor economy, South Australians are being tourists in their own home as well. Our latest National Visitor Survey shows day trips are up 18 per cent to 13.2 million and intrastate overnight visits have increased 7.5 per cent to 3.8 million. When South Australians choose to visit somewhere local, buy local or eat local they are supporting all businesses throughout our supply chain which supports jobs in our state. This is the underlying message of Brand SA's I Choose SA campaign, which you can find out more about [here](#).

Business visitors spend three times more than the average visitor and around 40 per cent are inspired to come back for leisure.





As you can see, tourism is a key economic driver for South Australia which directly employs 35,700 people and generates \$5.9 billion annually into our visitor economy. In the last year alone, tourism contributed an additional \$608 million into the economy. Through its activities, the SATC is working towards growing that figure to \$8 billion by 2020. Achievements such as South Australia being named Lonely Planet's Top 5th Region to visit for 2017, or welcoming a record 52 cruise ship visits this season are having a positive impact on our state. Latest statistics show international and domestic visitation is at record levels and tourism expenditure is on track to reach our 2020 target.

Tourism and the visitor economy are vital to our state.

The visitor economy is the direct impact of attracting visitors to our state for business, leisure and events. Growing the visitor economy is important because the more visitors we attract, the more money they spend which flows into other industries such as wine, agriculture, transport and retail. This in turn not only creates more jobs in the tourism industry, but potentially other sectors as well. Tourism and the visitor economy are vital to our state.

Rodney Harrex is the Chief Executive of the SATC

To find out more, visit www.tourism.sa.gov.au

The SATC recently released a short video on tourism and the visitor economy which includes insights from industry. [Click here](#) to watch the video which includes interviews with Business SA, Festivals Adelaide, the Adelaide Convention Bureau and the South Australian Tourism Industry Council.

