

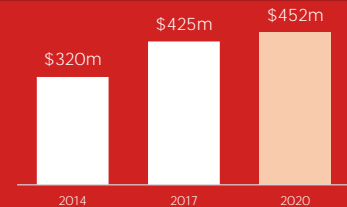
# FLINDERS RANGES & OUTBACK

## Regional Profile



### OVERVIEW

- Currently the Flinders Ranges and Outback contributes \$425 million to the December 2017 South Australian expenditure of \$6.6 billion.
- The Flinders Ranges and Outback has achieved 94 per cent of their \$452 million 2020 target.



### Annual Visitor Summary December 2015 - December 2017

#### ORIGIN

	Intrastate	Interstate	Total Domestic	International	Total visits
Overnight Visits	425,000	229,000	653,000	41,000	694,000
%	65%	35%	94%	6%	100%
Nights	1,651,000	1,138,000	2,789,000	270,000	3,059,000
%	59%	41%	91%	9%	100%
Average Length of Stay	4	5	4	7	4
Domestic Day Trips					672,000
Average Annual Day Trips to Flinders Ranges and Outback					672,000

#### PURPOSE

	Holiday	VFR	Business	Other	Total
Overnight Visits	325,000	137,000	199,000	41,000	694,000
%	47%	20%	29%	6%	100%
Nights	1,350,000	420,000	1,091,000	198,000	3,059,000
%	44%	14%	36%	6%	100%
Average Length of Stay	4	3	5	5	4
Expenditure					425,000,000
Average Annual Expenditure					425,000,000

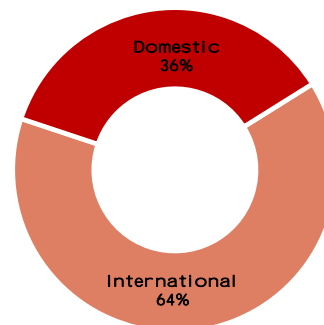
- 94 per cent of visitors are Domestic visitors and 6 per cent International visitors.
- Domestically 65 per cent of visitors are from within the state compared to 35 per cent from Interstate.
- 67 per cent of visitors to the Flinders Ranges and Outback are Leisure visitors (Holiday + VFR).

#### FLINDERS RANGES AND OUTBACK TOURISM LISTINGS

Category	Flinders Ranges and Outback
Accommodation	85
Attraction	59
Destination Information	5
Event	35
Food and Drink	17
Hire	2
Information Services	3
Tour	22
Transport	1
Grand Total	229

Note: some listings have multiple categories of accommodation  
Source: Australian Tourism Data Warehouse

#### FLINDERS RANGES AND OUTBACK MEDIA COVERAGE



Source: Item Count - SATC Internal - 2017

# FLINDERS RANGES & OUTBACK

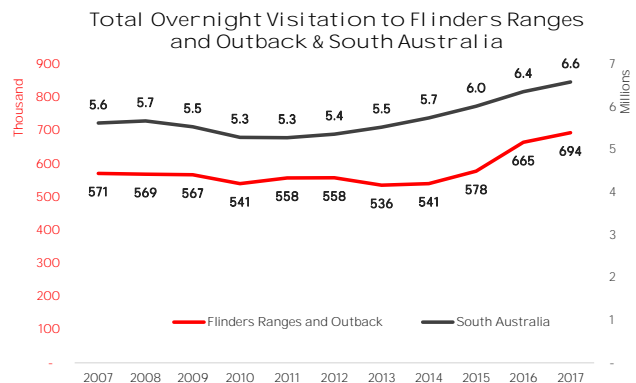
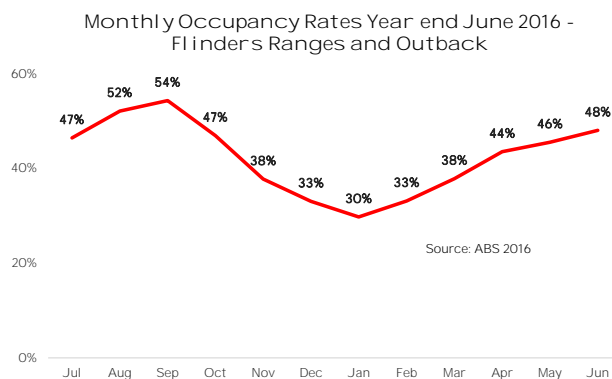
## Regional Profile



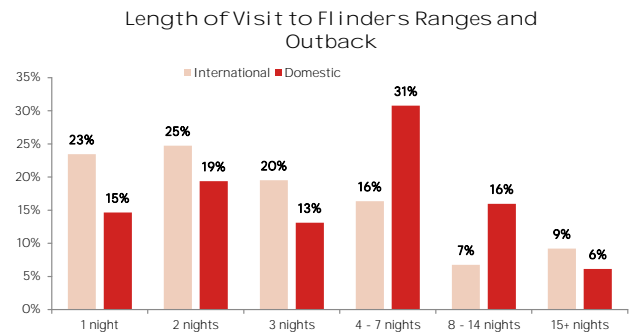
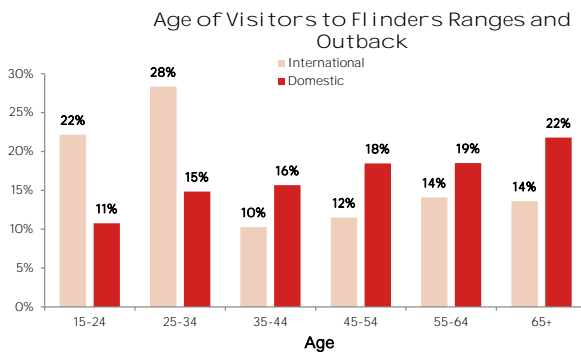
### ACCOMMODATION SUPPLY

Hotels, Motels and Service Apartments with 15+ rooms	
Establishments	33
Rooms	1,268
Occupancy	42%
Takings	\$24,000,000

- Average occupancy for the year is 42 per cent over 33 establishments and 1,268 rooms.
- The peak months are August and September with occupancy of 52 and 54 per cent respectively.
- Low point of the year comes in January with occupancy falling to 30 per cent.



### VISITOR PROFILE



- International visitors peak in the 25-34 age group at 28 per cent.
- Domestically the Flinders Ranges and Outback peaks in the 55-64 and 65+ age group at 19 per cent and 22 per cent respectively.

- 48 per cent of International visitors prefer to stay 1-2 nights in Adelaide.
- 31 per cent of Domestic visitors stay 4-7 nights in Adelaide.

# FLINDERS RANGES & OUTBACK

## Regional Profile



### DOMESTIC VISITOR PROFILE

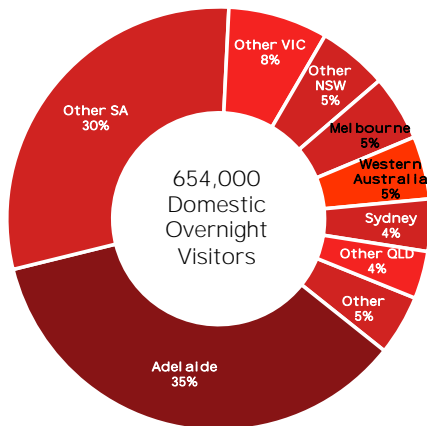
Purpose	Holiday	VFR	Other	Total
Visits	290,000	136,000	237,000	653,000
%	44%	21%	36%	100%
Nights	1,204,000	394,000	1,191,000	2,789,000
%	43%	14%	43%	100%
ALOS	4	3	5	4

### INTERNATIONAL VISITOR PROFILE

Purpose	Holiday	VFR	Other	Total
Visits	35,000	2,000	4,000	41,000
%	85%	5%	10%	100%
Nights	146,000	26,000	98,000	270,000
%	54%	10%	36%	100%
ALOS	4	13	25	7

### VISITOR ORIGIN

Origin of Domestic Overnight Visitors to Flinders Ranges and Outback



Origin of International Visitors to Flinders Ranges and Outback



- Victoria, at 13 per cent and New South Wales at 9 per cent are the Flinders Ranges and Outback's biggest Interstate markets.
- Regional South Australia contributes 30 per cent of visitors to the Flinders Ranges and Outback and Adelaide visitors contribute 35 per cent.
- Internationally, Europeans contribute 63 per cent of the visits to the Flinders Ranges and Outback, with the United Kingdom 17 per cent and Germany contributing 13 per cent.
- The USA and New Zealand contribute 11 and 7 per cent respectively to the visitors to the Flinders Ranges and Outback.

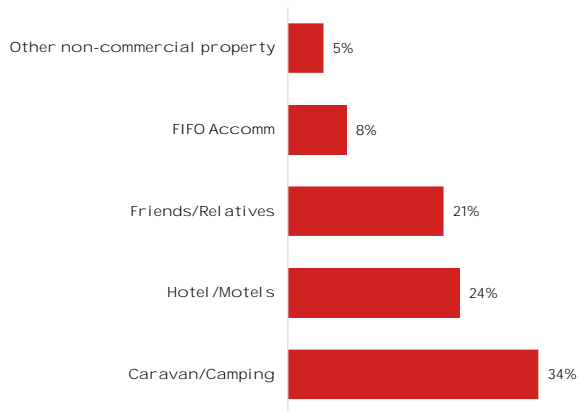
# FLINDERS RANGES & OUTBACK

## Regional Profile

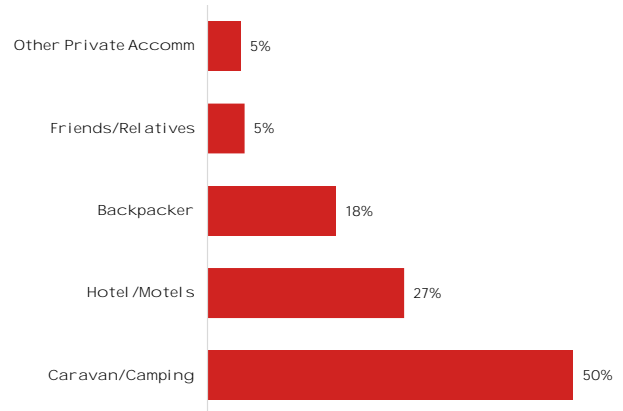


### VISITOR USE OF ACCOMMODATION

Accommodation used in Flinders Ranges and Outback for Domestic Visitors



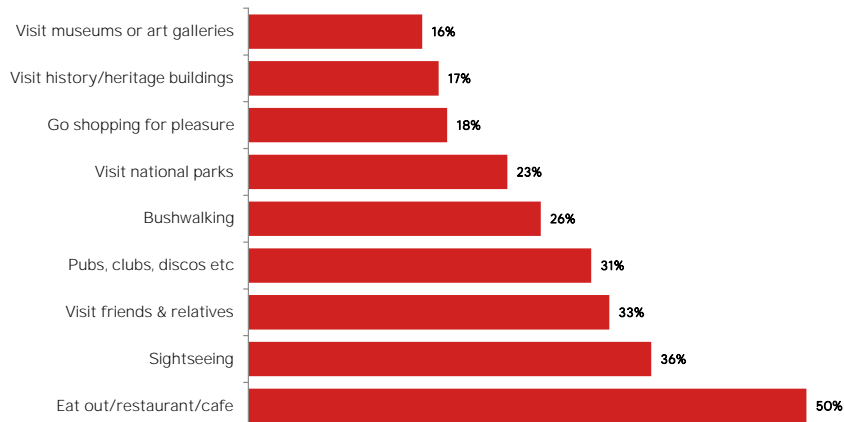
Accommodation used in Flinders Ranges and Outback for International Visitors



- 45 per cent of Domestic visitor nights in the Flinders Ranges and Outback are spent either with Friends or Relatives or in Hotels and similar accommodation.
- Domestically Caravan and Camping is also popular with 34 per cent of visitors preferring this accommodation.
- 50 per cent of International visitors to the Flinders Ranges and Outback prefer Caravan and Camping accommodation.
- 27 per cent of International visitors stay in Hotels and similar accommodation.

### VISITOR ACTIVITIES

Domestic Visitor Activities in Flinders Ranges and Outback



- The most popular activity when coming to the Flinders Ranges and Outback is to Eat out or Dine at a restaurant and or cafe.
- Other popular activities include Bushwalking, visiting the National Parks and Sightseeing

# FLINDERS RANGES & OUTBACK

## Regional Profile



### REGIONAL TOURISM SATELLITE ACCOUNT INFORMATION

In 2016-17, the tourism industry contributed an estimated \$283 million to the Flinders Ranges and Outback regional economy and directly employed approximately 2,100 people.

#### Employment

- 2,100 jobs for people employed directly by the tourism industry, 900 indirect jobs and a total employment impact of 3,000 people.

#### Tourism output

- \$268 million and \$284 million in direct and indirect tourism output, and \$552 million in total tourism output.

#### Gross Value Added (GVA)

- \$142 million and \$116 million in direct and indirect tourism GVA, and \$257 million in total tourism GVA.

#### Gross Regional Product (GRP)

- \$153 million and \$130 million in direct and indirect tourism GRP and \$283 million in total tourism GRP.

### REGIONAL INSIGHTS

- Attractive natural setting.

#### Interstate

- The natural landscape is the obvious draw card.
- Key appealing experiences include railways, scenic flights and 4WD tours.
- Opportunity to enhance the range of child friendly attractions.

#### Intrastate

- Rediscovering the Flinders through new activities of particular appeal to intrastate market.
- Essential to differentiate the experience from competitor products.

#### International

- Enjoying the spectacular scenery and sunset a strong driver of appeal.
- Strong visitation from western markets.
- Nature, wildlife and natural history also highly appealing.

#### Regional Visitor Strategy Priority Areas

- The focus for the Flinders Ranges and Outback is to increase overnight visitation via greater regional and cross regional collaboration around touring routes and events.
- New products, infrastructure and capability building will be critical for success.

Appeal data is from the consumer surveying conducted for the SATC by BDA Marketing Planning. Sample of 800 interstate travellers and 400 interstate travellers, followed by eight focus groups in Adelaide, Sydney and Melbourne. Comments relating to International appeal are sourced from the Consumer Demand Project run by Tourism Australia in 11 priority markets, with a sample of 1,600 per market.

Prepared by the South Australian Tourism Commission, December 2017

**Sources** Unless otherwise stated, all data in this report is from the International Visitor and National Visitor Surveys (IVS and NVS) Conducted by Tourism Research Australia. These Sources are based on sample surveys and as with all sample surveys, are subject to sampling errors. Caution is required in interpreting some estimates, in particular, regional estimates can be affected by small sample sizes and can be subject to a high level of sampling error. Regional data should accordingly be used with a high level of caution and treated as being for indicative purposes only. Data refers to visitors 15 years and over. Unless otherwise stated, all data refers to the Annual Average results for the 3 years from December 2015 to December 2017.  
Consumer Demand Product Testing Phase 1 - BDA Marketing

**Notes and Abbreviations** Totals may not add to 100% due to rounding. VFR: Visiting Friends and Relatives. np: Not Published due to small sample size ALOS: Average Length of Stay  
ABS: Survey of Tourism Accommodation. Hotels, Motels, Guest houses and Serviced Apartments with 15 or more rooms. Cat. No. 8635455001  
Consumer Demand Product Testing Phase 1 - BDA Marketing