

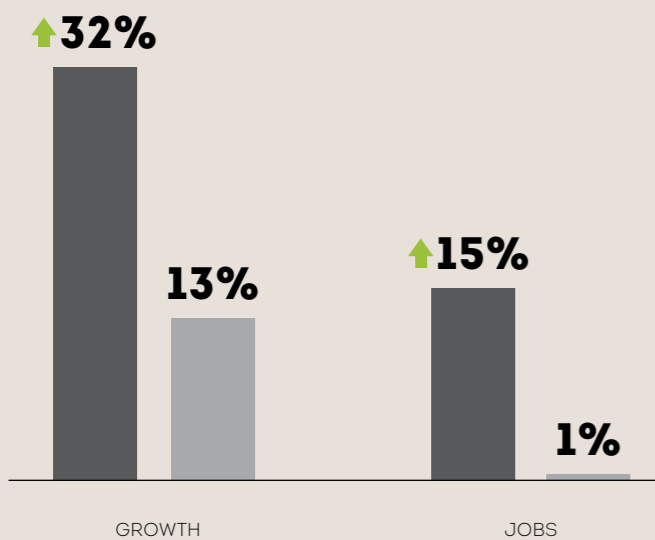
# THE SOUTH AUSTRALIAN VISITOR ECONOMY

## DRIVING EXPENDITURE AND JOBS

### THE STORY SO FAR

- VISITOR EXPENDITURE UP **\$1.7B (↑32%)**
- TOURISM JOBS UP **↑ 5,000 (15%)**
- OUTPACING OVERALL SOUTH AUSTRALIAN GROWTH
- DRIVING JOBS AND ECONOMIC ACTIVITY IN REGIONS, REACHING **\$2.8B**
- SUCCESS DRIVEN BY STRONG INVESTMENT IN MARKETING AND EVENTS, COUPLED WITH RECORD GROWTH IN **AVIATION**
- SUPPORTING RECORD LEVELS OF **PRIVATE INVESTMENT**

### VISITOR ECONOMY DRIVING GROWTH SINCE 2013



### THE 2030 AMBITION

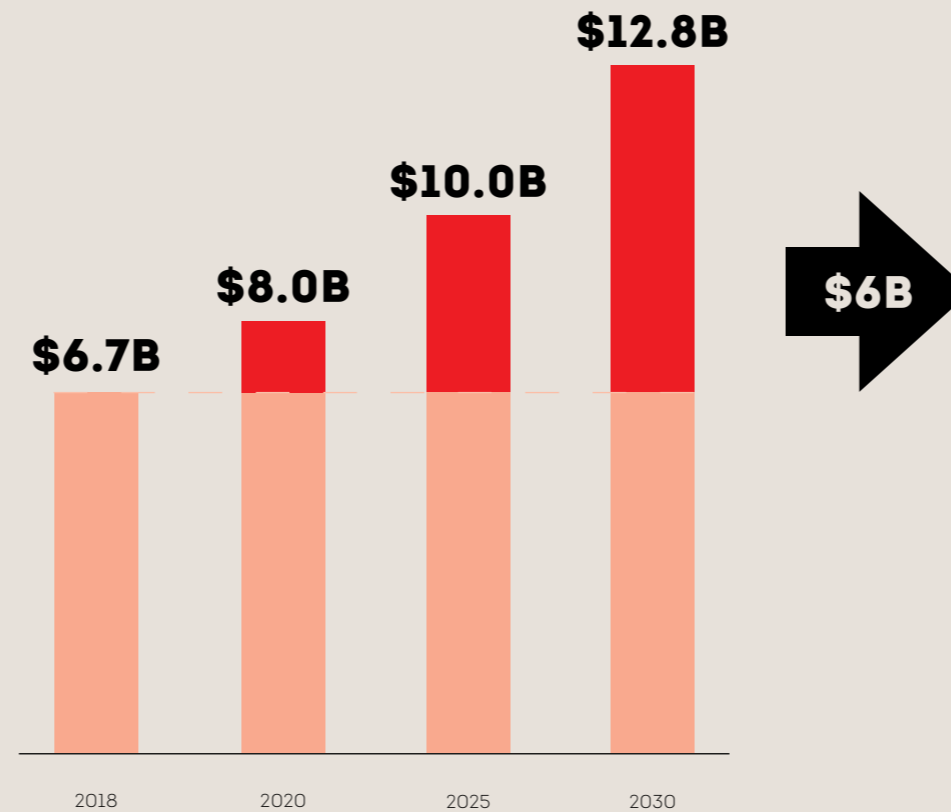


# \$12.8B BY 2030

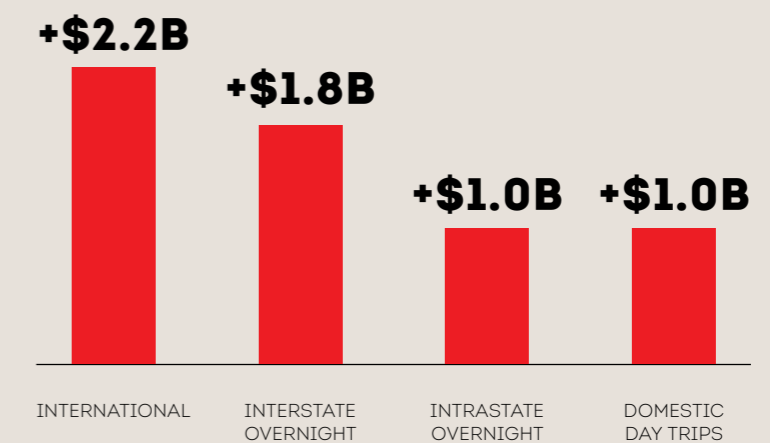


# 16,000 NEW JOBS

### OUR GOAL



### WHAT WILL GROW?



### REGIONAL SOUTH AUSTRALIA



**\$5.1B**  
BY 2030

### LEISURE EVENTS EXPENDITURE



**\$750M**  
BY 2030



# ACCELERATING VISITOR EXPENDITURE AND JOB CREATION

## THE SOUTH AUSTRALIAN VISITOR ECONOMY

# \$12.8B AND 16,000 NEW JOBS BY 2030

### THE CONSULTATION

 **5,000** KILOMETRES TRAVELLED

 **100** SURVEY RESPONSES

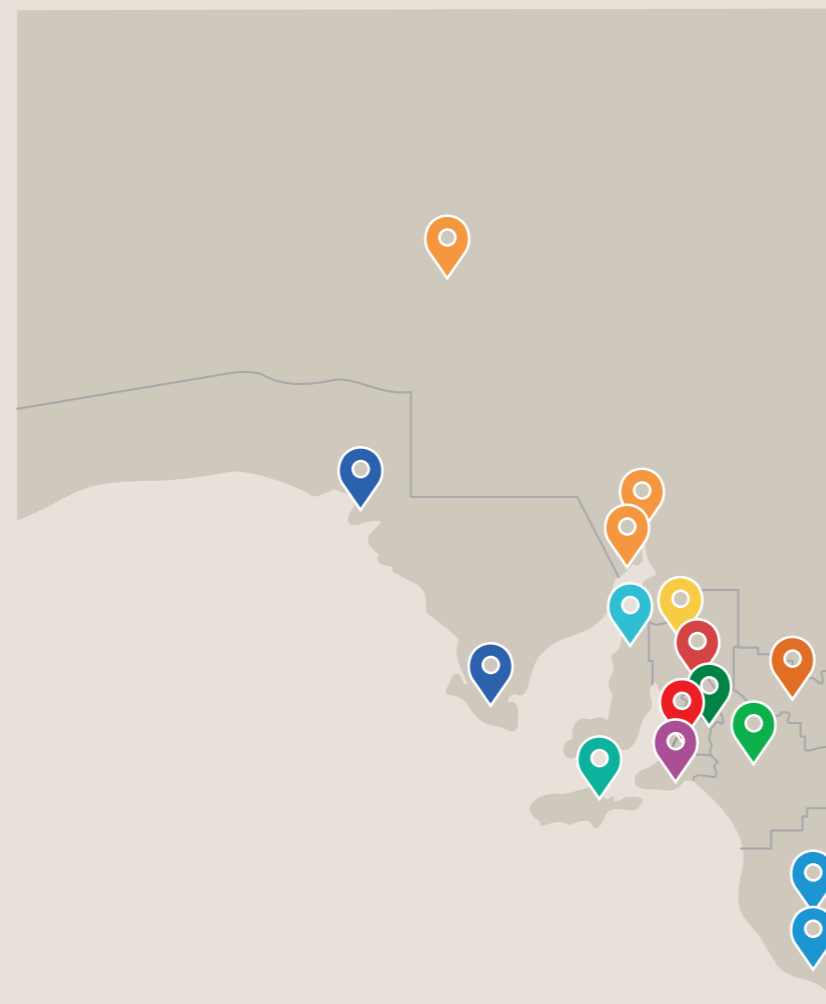
 **560** DIRECTLY PARTICIPATED

 **17** MEETINGS WITH KEY INDUSTRY & GOVERNMENT GROUPS

 **1,100** VOTES CAST TO DETERMINE STRATEGIC PRIORITIES

 **90%** AGREED SA SHOULD PURSUE AMBITIOUS TARGETS

**37 HRS** OF WORKSHOPS AT  
**16 LOCATIONS**



### THE STRATEGIC PRIORITIES

- 1** **MARKETING**
- 2** **EXPERIENCE DEVELOPMENT**
- 3** **COLLABORATION**
- 4** **INDUSTRY DEVELOPMENT**
- 5** **LEISURE & BUSINESS EVENTS**
- 6** **PROMOTE THE VALUE OF THE VISITOR ECONOMY**

### ADVOCACY AREAS

#### **PUBLIC INFRASTRUCTURE**

ACCESS, SIGNAGE, TELECOMMUNICATIONS & AQUATIC

#### **LABOUR & SKILLS**

#### **STREAMLINING REGULATION**



# MEASURING SUCCESS

## THE SOUTH AUSTRALIAN VISITOR ECONOMY

	2018 (NOW)	2020	2025	2030
<b>VISITOR EXPENDITURE</b>	\$6.7B	\$8.0B	\$10.0B	\$12.8B
<b>JOBS</b>	36,000 (2017)	41,000	45,000	52,000
<b>INTERNATIONAL</b>	\$1.1B	\$1.4B	\$2.2B	\$3.3B
<b>INTERSTATE OVERNIGHT</b>	\$2.1B	\$2.4B	\$3.1B	\$3.9B
<b>INTRASTATE OVERNIGHT</b>	\$1.9B	\$2.1B	\$2.5B	\$2.9B
<b>DAY TRIPS</b>	\$1.6B	\$1.8B	\$2.1B	\$2.6B
<b>LEISURE EVENTS</b>	\$396M	\$458M	\$590M	\$750M
<b>ADELAIDE</b>	\$4.0B	\$4.6B	\$5.9B	\$7.7B
<b>REGIONAL SA</b>	\$2.8B	\$3.2B	\$4.0B	\$5.1B
<b>ADELAIDE HILLS</b>	\$168M	\$192M	\$245M	\$310M
<b>BAROSSA</b>	\$197M	\$226M	\$291M	\$372M
<b>CLARE VALLEY</b>	\$92M	\$104M	\$132M	\$166M
<b>EYRE PENINSULA</b>	\$274M	\$313M	\$397M	\$500M
<b>FLEURIEU PENINSULA</b>	\$448M	\$509M	\$643M	\$807M
<b>FLINDERS RANGES &amp; OUTBACK</b>	\$437M	\$501M	\$638M	\$804M
<b>KANGAROO ISLAND</b>	\$125M	\$147M	\$199M	\$268M
<b>LIMESTONE COAST</b>	\$327M	\$374M	\$479M	\$609M
<b>MURRAY RIVER, LAKES &amp; COORONG</b>	\$136M	\$155M	\$196M	\$246M
<b>RIVERLAND</b>	\$175M	\$200M	\$252M	\$317M
<b>YORKE PENINSULA</b>	\$205M	\$231M	\$289M	\$359M

All metrics are collected by Tourism Research Australia in partnership with the SATC through the National Visitor Survey and International Visitor Survey programs.

