

# RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | RIVERLAND

## REGIONAL PRIORITY

The priority for the Riverland is to increase visitation and length of stay from Adelaide as well as key interstate and international markets. A focus on all parts of the visitor mix are required: increase collaboration, growing events, creating new visitor experiences, and supporting operators. For more details refer to 2025 RVS at [tourism.sa.gov.au](http://tourism.sa.gov.au)



ATDW LEADS TO BUSINESSES

**99,024**

VIA SOUTHAUSTRALIA.COM



DAY TRIPS

**431K**



NIGHTS

**960K**



OVERNIGHT

**345K**



NEW PRODUCTS/EXPERIENCES

**5**



NEW TOURISM SIGNS

**30**

## EMPLOYMENT



**1,100**  
DIRECT  
JOBS

**400**  
INDIRECT  
JOBS

**1 IN 15**  
JOBS SUPPORTED  
BY TOURISM

**300**  
TOURISM  
BUSINESSES

## 2025 TARGET

## 2021 ACTUAL

**\$247M**

**\$232M**

## SATC GREAT STATE VOUCHERS (1-6)



**47**

NUMBER OF TOURISM  
BUSINESSES

**1,115**

NUMBER OF  
BOOKINGS

## SATC TOURISM INDUSTRY DEVELOPMENT FUND



**9**

SUCCESSFUL  
PROJECTS

**\$1,101,378**

FUNDING  
AMOUNT

**\$4,191,165**

TOTAL PROJECT  
VALUE

## REGIONAL EVENTS



**24<sup>+</sup>**

NUMBER OF  
EVENTS

**4**

FUNDED  
EVENTS

**\$35,000**

SATC  
FUNDING

## ACCOMMODATION



**31**

NEW  
ROOMS

**6**

REFURBISHED  
ROOMS

**1,250**

TOTAL  
ROOMS

**58%\*\***

OCCUPANCY

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2021, STR GLOBAL YEAR END DECEMBER 2021, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2021\*, AUSTRALIAN BUREAU OF STATISTICS \* DATA CAPTURED FOR YEAR END JUNE 2020. † EVENTS ON AVERAGE OVER 12 MONTH PERIOD \*\* ON AVERAGE



SOUTH AUSTRALIAN  
**REGIONAL**  
VISITOR STRATEGY