



RVS PROGRESS SNAPSHOT 1 JAN- 30 JUN 2021 LIMESTONE COAST

REGIONAL PRIORITY

The priority for the Limestone Coast is to increase overnight visitor volumes from international and domestic markets and convert some existing day-trippers to linger longer and stay overnight. Being a predominantly self-drive visitor market, leveraging existing touring routes and promoting and developing hero tourism experiences and events that reflect the region's uniqueness will be key. For more details refer to 2025 RVS at tourism.sa.gov.au



ATDW LEADS TO BUSINESSES

33,321

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

677K



NIGHTS

1.8M



OVERNIGHT

596K



NEW PRODUCTS/EXPERIENCES

9



NEW TOURISM SIGNS

20

EMPLOYMENT



2,100
DIRECT
JOBS

800
INDIRECT
JOBS

1 IN 16
JOBS SUPPORTED
BY TOURISM

700
TOURISM
BUSINESSES

2025 TARGET

2021 ACTUAL

\$479M

\$418M

SATC GREAT STATE VOUCHERS (1-4)



124
NUMBER OF TOURISM
BUSINESSES

1,466
NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



7
SUCCESSFUL
PROJECTS

\$744,865
FUNDING
AMOUNT

\$2,491,251
TOTAL PROJECT
VALUE

REGIONAL EVENTS



35⁺
NUMBER OF
EVENTS

1
FUNDED
EVENTS

\$10,000
SATC
FUNDING

ACCOMMODATION



9
NEW
ROOMS

42
REFURBISHED
ROOMS

2,330
TOTAL
ROOMS

56%**
OCCUPANCY

SOURCES: NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA MARCH 2021, STR GLOBAL, AUSTRALIAN TOURISM DATA WAREHOUSE, AUSTRALIAN BUREAU OF STATISTICS * DATA CAPTURED FOR 'VISITS', 'NIGHTS', AND 'EXPENDITURE' IS YOY MARCH 2020 / MARCH 2021 † EVENTS ON AVERAGE OVER 6 MONTH PERIOD** ON AVERAGE



SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY