

# RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | FLINDERS RANGES & OUTBACK



## FLINDERS RANGES & OUTBACK PRIORITY

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. For more details refer to the Regional Visitor Strategy (RVS) 2025 at [tourism.sa.gov.au](https://tourism.sa.gov.au).



### NEW PRODUCTS / EXPERIENCES



### ATDW LEADS TO BUSINESSES



### EMPLOYMENT



## 2023 ACTUAL

# \$610M<sup>\*</sup>

## 2025 TARGET



## PERCENTAGE OF 2025 TARGET MET



## SATC EXPERIENCE NATURE TOURISM FUND



## REGIONAL EVENTS



## ACCOMMODATION



## REGIONAL HIGHLIGHT



The Nilpena Ediacara National Park and immersive visitor centre officially opened, which has been established to conserve and preserve fossils dating back 550 million years to the 'dawn of life'.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. \*DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE 15 YOY DEC 2023. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. °ON AVERAGE.



SOUTH AUSTRALIAN  
**REGIONAL**  
VISITOR STRATEGY