

# RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | BAROSSA

## BAROSSA PRIORITY

The main priority for driving future growth to the Barossa is to continue to increase overnight visitation from intrastate, interstate and overseas markets focusing on refreshed and new unique accommodation offerings and visitor experiences. 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



## CRUISE SHIP ARRIVALS



**111,560<sup>\*\*</sup>**  
CAPACITY PASSENGERS & CREW

## EMPLOYMENT



**500**  
DIRECT JOBS

**700**  
INDIRECT JOBS

**1 IN 18<sup>¶</sup>**  
DIRECT JOBS SUPPORTED BY TOURISM

**390**  
TOURISM BUSINESSES

## 2023 ACTUAL

**\$261M<sup>\*</sup>**

## 2025 TARGET



## PERCENTAGE OF 2025 TARGET MET



## SATC EXPERIENCE NATURE TOURISM FUND



**0<sup>†</sup>**  
SUCCESSFUL PROJECTS

**\$0**  
FUNDING AMOUNT

**\$0**  
TOTAL PROJECT VALUE

## REGIONAL EVENTS



**347<sup>^</sup>**  
NUMBER OF EVENTS

**2**  
SATC FUNDED EVENTS

## ACCOMMODATION



**1,183**  
TOTAL ROOMS ATDW LISTED

**66%<sup>¶</sup>**  
OCCUPANCY STR DATA

## REGIONAL HIGHLIGHT



Barossa Vintage Festival celebrated its 75th year with an extensive program of nearly 80 events attracting 55,000 visitors.

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. <sup>\*</sup>DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. <sup>†</sup>INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. <sup>^</sup>EVENTS ON AVERAGE OVER 12 MONTH PERIOD. <sup>§</sup>ON AVERAGE. <sup>\*\*</sup>CAPACITY NOT ACTUAL. <sup>¶</sup>CRUISE SHIP ARRIVALS VIA PORT ADELAIDE (SHORE EXCURSIONS ONLY).