

RVS PROGRESS SNAPSHOT

1 JAN- 30 JUN 2021

CLARE VALLEY

REGIONAL PRIORITY

Building off the region's strong self-drive visitor market, the focus for the Clare Valley is to encourage high spending interstate and international visitors to stay overnight in the region. Developing sustainable and commissionable nature-based, heritage, wellness and epicurean visitor experiences and additional quality accommodation will be key. For more details refer to 2025 RVS at tourism.sa.gov.au



ATDW LEADS TO BUSINESSES

61,605

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

171K



NIGHTS

640K



OVERNIGHT

210K



NEW PRODUCTS/EXPERIENCES

8



NEW TOURISM SIGNS

23

EMPLOYMENT



600
DIRECT
JOBS

200
INDIRECT
JOBS

1 IN 10
JOBS SUPPORTED
BY TOURISM

200
TOURISM
BUSINESSES

2025 TARGET

2021 ACTUAL

\$132M

\$134M

SATC GREAT STATE VOUCHERS (1-4)



29

NUMBER OF TOURISM
BUSINESSES

2,414

NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



3

SUCCESSFUL
PROJECTS

\$453,143

FUNDING
AMOUNT

\$1,547,147

TOTAL PROJECT
VALUE

REGIONAL EVENTS



53+

NUMBER OF
EVENTS

1

FUNDED
EVENTS

\$15,000

SATC
FUNDING

ACCOMMODATION



10

NEW
ROOMS

0

REFURBISHED
ROOMS

763

TOTAL
ROOMS

59%**

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