

# RIVERLAND

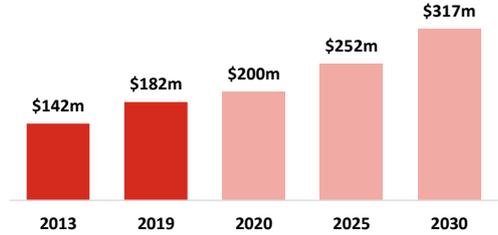
## REGIONAL PROFILE



### OVERVIEW

ALL DATA BASED ON THE ANNUAL AVERAGE FOR THE 3 YEARS TO THE YEAR END DECEMBER 2019 AND RELATES TO DATA PRIOR TO COVID-19 RESTRICTIONS

- Currently the Riverland contributes \$182 million to the December 2019 South Australian expenditure of \$8.1 billion.
- The Riverland has achieved 91 per cent of their \$200 million 2020 target and 57 per cent of the 2030 target of \$317 million.



### Annual Visitor Summary December 2017 - December 2019

ORIGIN					
	Intrastate	Interstate	Total Domestic	International	Total visits
Overnight Visits	313,000	92,000	405,000	9,000	415,000
%	77%	23%	98%	2%	100%
Nights	849,000	296,000	1,145,000	210,000	1,355,000
%	74%	26%	85%	15%	100%
Average Length of Stay	3	3	3	23	3
Domestic Day Trips					
Average Annual Day Trips to the Riverland					382,000
PURPOSE					
	Holiday	VFR	Business	Other	Total
Overnight Visits	241,000	107,000	42,000	26,000	415,000
%	58%	26%	10%	6%	100%
Nights	852,000	300,000	91,000	112,000	1,355,000
%	63%	22%	7%	8%	100%
Average Length of Stay	4	3	2	4	3
Expenditure					
Average Annual Expenditure	\$ 124,000,000	\$ 28,000,000	\$ 19,000,000	\$ 11,000,000	\$ 182,000,000

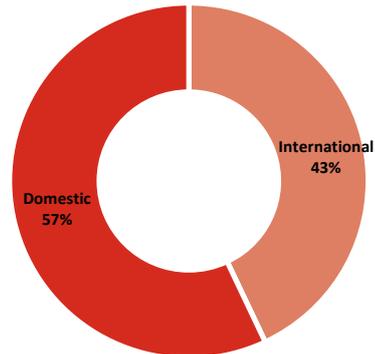
- 98 per cent of visitors are **Domestic** visitors and 2 per cent **International** visitors.
- **Domestically**, 77 per cent of visitors are from within the state compared to 23 per cent from Interstate.
- 84 per cent of visitors to the Riverland are Leisure visitors (Holiday + VFR).

### RIVERLAND TOURISM LISTINGS

Category	Riverland
Accommodation	68
Attraction	65
Hire	25
Event	17
Food and Drink	16
Tour	6
Information Services	5
General Services	4
Destination Information	4
Grand Total	210

Note: some listings have multiple categories of accommodation

### RIVERLAND MEDIA COVERAGE



Source: Advertising Space Rate - 2018

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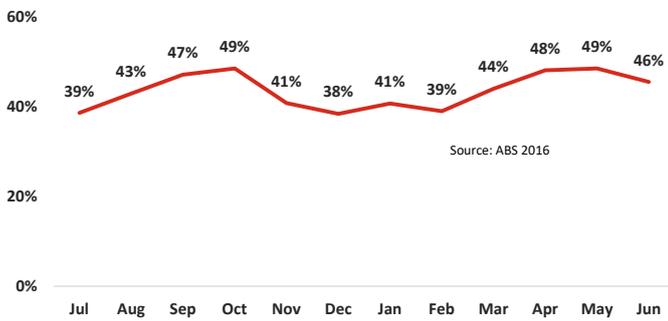
### ACCOMMODATION SUPPLY

#### Hotels, Motels and Service Apartments with 15+ rooms

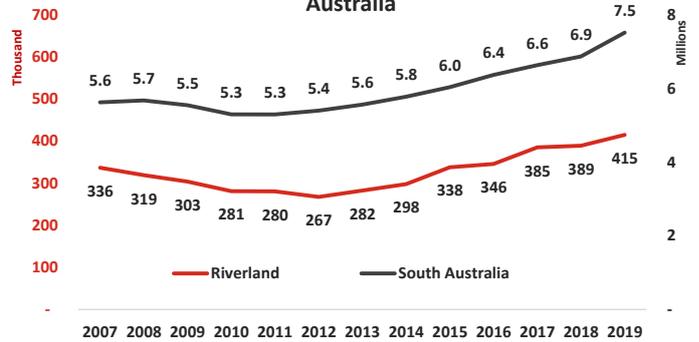
Establishments	14
Rooms	502
Occupancy	44%
Takings	\$8,900,000

- Average occupancy for the year is 44 per cent over 14 establishments and 502 rooms.
- The peak months are May and October each with occupancy of 49 per cent.
- Low points of the year comes in December where occupancy drops to 38 per cent.
- Occupancy through the winter months averages 43 per cent.

Monthly Occupancy Rates Year end June 2016 - Riverland

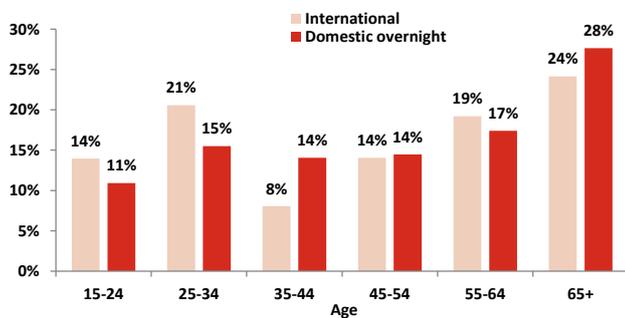


Total Overnight Visitation to the Riverland & South Australia



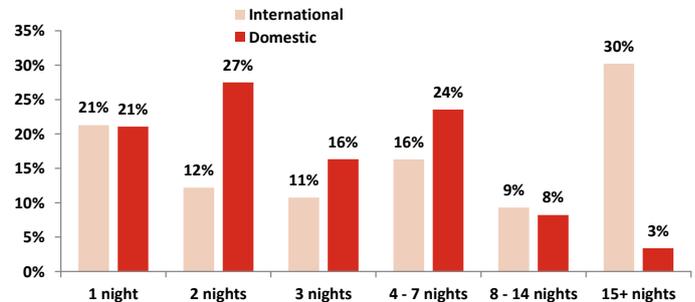
### VISITOR PROFILE

Age of Visitors to the Riverland



- 35 per cent of **International** visitors prefer to stay 1-2 nights in the Riverland.
- For **Domestic** visitors there is a peak in the 65+ age group, at 28 per cent.

Length of Visit to the Riverland



- 30 per cent of **International** visitors stay longer than 15 nights. This relates to International workers in the Riverland.
- 48 per cent of **Domestic** visitors prefer to stay 1 - 2 nights

# RIVERLAND

## REGIONAL PROFILE



### DOMESTIC VISITOR PROFILE

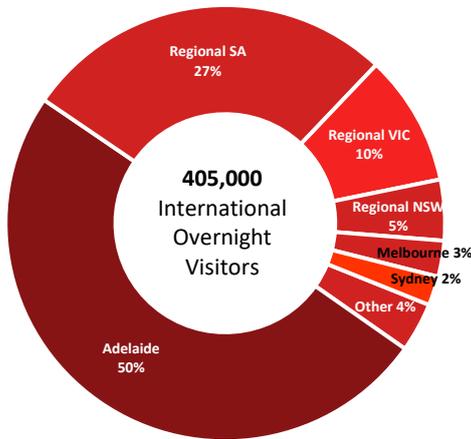
Purpose	Holiday	VFR	Other	Total
Visits	235,000	106,000	66,000	405,000
%	58%	26%	16%	100%
Nights	725,000	286,000	133,000	1,145,000
%	63%	25%	12%	100%
ALOS	3	3	2	3

### INTERNATIONAL VISITOR PROFILE

Purpose	Holiday	VFR	Other	Total
Visits	6,000	1,000	2,000	9,000
%	67%	11%	22%	100%
Nights	127,000	13,000	70,000	210,000
%	60%	6%	33%	100%
ALOS	21	13	35	23

### VISITOR ORIGIN

Origin of Domestic Overnight Visitors to the Riverland



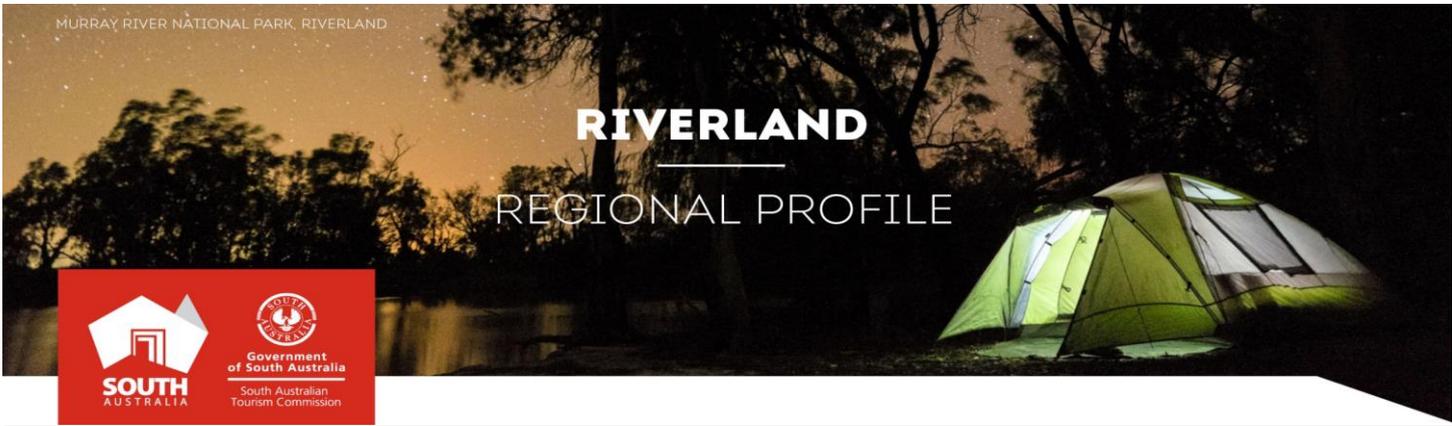
Origin of International Visitors to the Riverland



- Regional South Australia contributes 27 per cent of visitors to the Riverland.
- Adelaide visitors contribute 50 per cent of the visitors to the Riverland.
- 13 per cent of visitors come from Victoria.
- **Internationally** Europeans contribute 49 per cent of the visits to the Riverland, with the United Kingdom contributing 17 per cent.
- 17 per cent of visitors to the Riverland come from New Zealand.

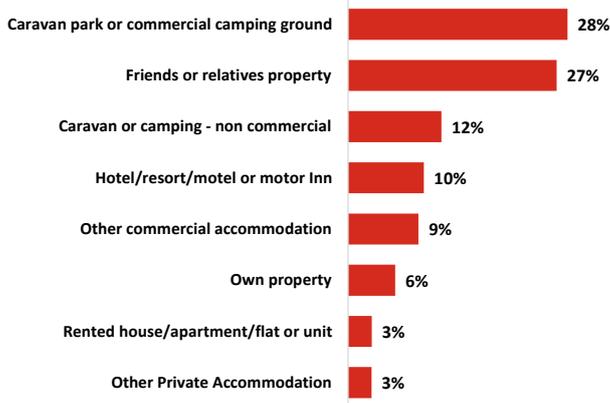
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## REGIONAL PROFILE

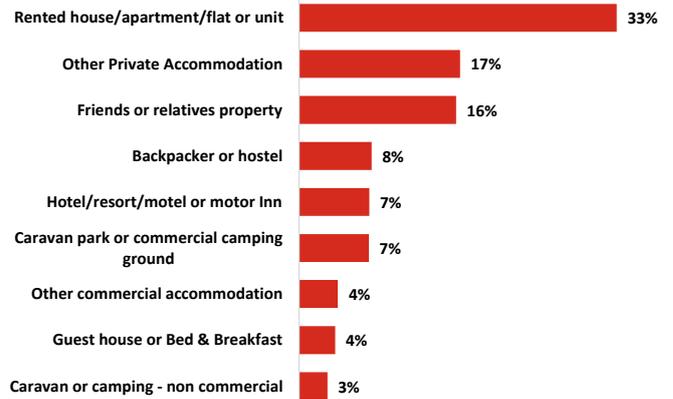


### VISITOR USE OF ACCOMMODATION

Accommodation used in the Riverland for Domestic Visitors



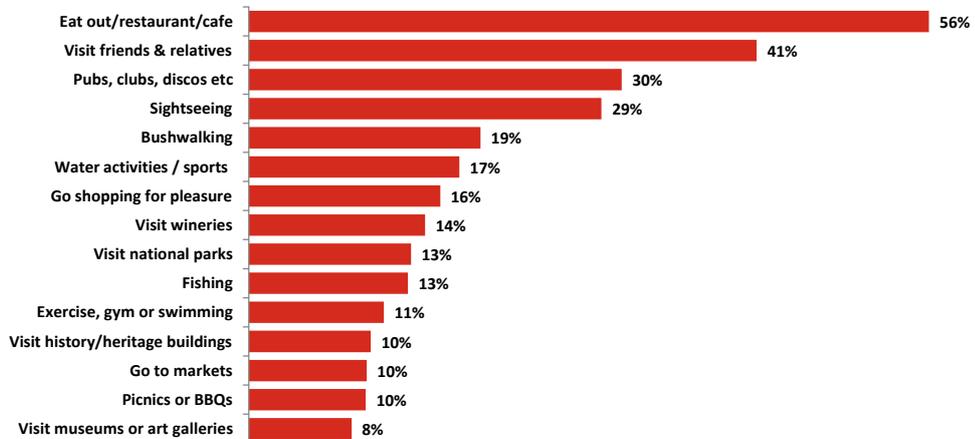
Accommodation used in Riverland for International Visitors



- 40 percent of **Domestic** visitor stay in Caravan and Camping accommodation.
- 37 per cent of **Domestic** visitor nights to the Riverland are spent either in Friends or Relatives property or Hotels or Motels.
- 25 per cent of **International** visitor nights to the Riverland are spent either in Friends or Relatives property or Hotels or Motels.
- 33 per cent of **International** visitors prefer to stay in Rented house, apartment or flat.

### VISITOR ACTIVITIES

Domestic Visitor Activities in the Riverland



- The most popular activity when coming to the Riverland is to Eat out at a restaurant or cafe.
- Other popular activities include Sightseeing, Bushwalking, Water activities /Sports and Fishing.

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## REGIONAL PROFILE



### REGIONAL TOURISM SATELLITE ACCOUNT INFORMATION

In 2017-18, the tourism industry contributed an estimated \$275 million to the Riverland regional economy and directly employed approximately 1,200 people.

#### Employment

- 1,200 jobs for people employed directly by the tourism industry, 500 indirect jobs and a total employment impact of 1,600 people.

#### Tourism output

- \$122 million and \$153 million in direct and indirect tourism output, and \$275 million in total tourism output.

#### Gross Value Added (GVA)

- \$66 million and \$66 million in direct and indirect tourism GVA, and \$133 million in total tourism GVA.

#### Gross Regional Product (GRP)

- \$71 million and \$76 million in direct and indirect tourism GRP and \$146 million in total tourism GRP.

### REGIONAL INSIGHTS

#### Interstate

- The river is a huge drawcard, offering a unique and diverse outdoor experience.
- Family activities offer an appealing holiday prospect.

#### Intrastate

- House boating and activities available are the main appeal factors.
- Time and distance a problem also for some Adelaide residents.

#### International

- Staying on a houseboat appeals to most.
- Most appealing activities:
  - Exploring historic riverside townships;
  - Fine dining on a river cruise;
  - Having a picnic on the riverbank.

#### Regional Visitor Strategy Priority

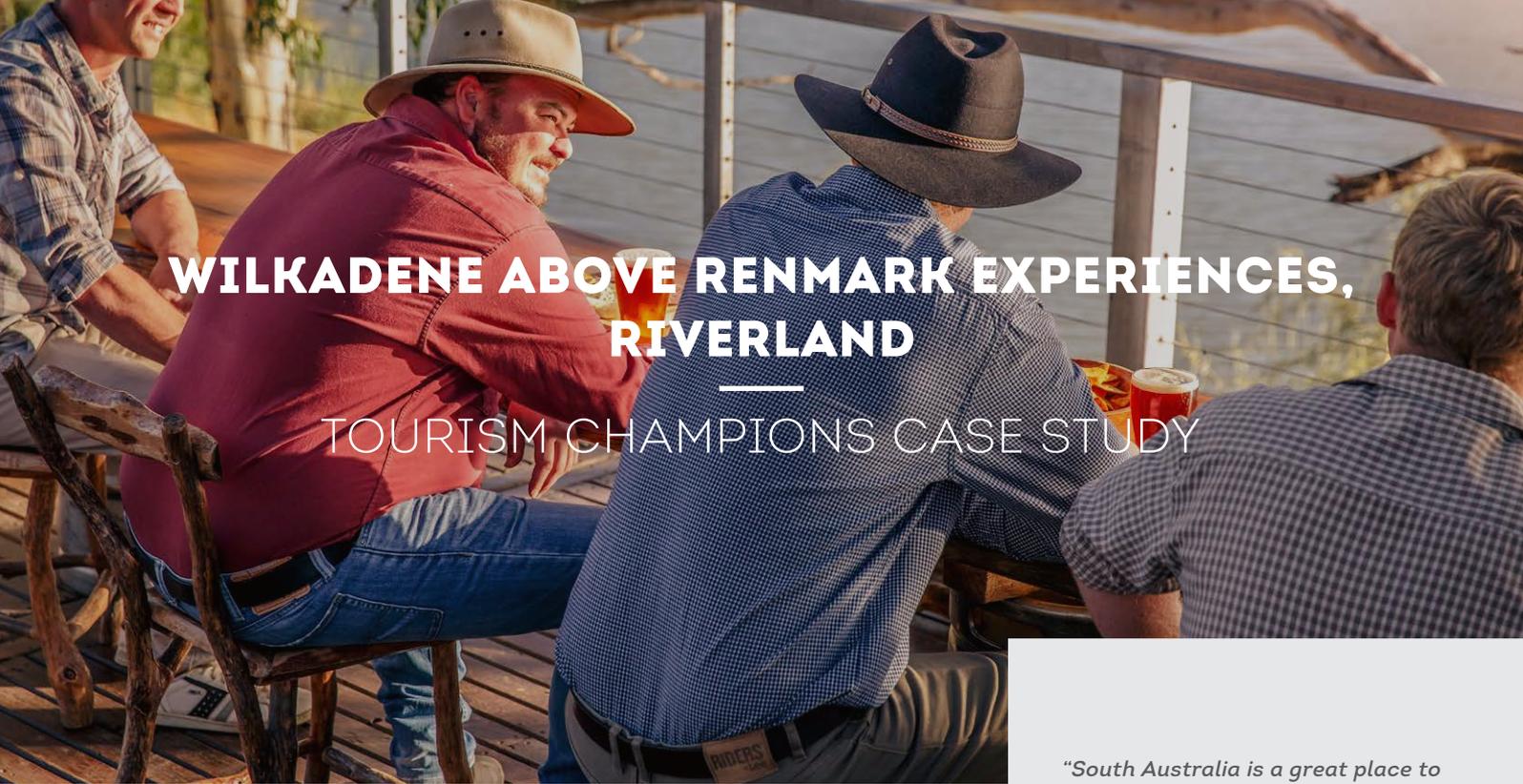
- The priority for the Riverland is to increase visitation and length of stay from Adelaide as well as key interstate and international markets.
- A focus on all parts of the visitor mix are required: growing events, creating new visitor experiences, driving increased collaboration and supporting operators.

Appeal data is from the consumer surveying conducted for the SATC by BDA Marketing Planning. Sample of 800 interstate travellers and 400 interstate travellers, followed by eight focus groups in Adelaide, Sydney and Melbourne. Comments relating to International appeal are sourced from the Consumer Demand Project run by Tourism Australia in 11 priority markets, with a sample of 1,600 per market.

Prepared by the South Australian Tourism Commission, December 2019

**Sources** Unless otherwise stated, all data in this report is from the International Visitor and National Visitor Surveys (IVS and NVS) conducted by Tourism Research Australia. These Sources are based on sample surveys and as with all sample surveys, are subject to sampling errors. Caution is required in interpreting some estimates, in particular, regional estimates can be affected by small sample sizes and can be subject to a high level of sampling error. Regional data should accordingly be used with a high level of caution and treated as being for indicative purposes only. Data refers to visitors 15 years and over. Unless otherwise stated, all data refers to the Annual Average results for the 3 years from December 2017 to December 2019.  
Consumer Demand Product Testing Phase 1 - BDA Marketing

**Notes and Abbreviations** Totals may not add to 100% due to rounding. VFR: Visiting Friends and Relatives. np: Not Published due to small sample size. ALOS: Average Length of Stay  
ABS: Survey of Tourism Accommodation. Hotels, Motels, Guest houses and Serviced Apartments with 15 or more rooms. Cat. No. 86 35455001  
Consumer Demand Product Testing Phase 1 - BDA Marketing



# WILKADENE ABOVE RENMARK EXPERIENCES, RIVERLAND

## TOURISM CHAMPIONS CASE STUDY

### ABOUT WILKADENE ABOVE RENMARK EXPERIENCES

Wilkadene Above Renmark Experiences was established as a tourism offering in the early 90's by the Freeman family and is now run by Tom and Sarah Freeman.

The property consists of the Woolshed Brewery, three luxury houseboats and a fully self-contained three-bedroom hideaway known as the Wilkadene Cottage.

Wilkadene Above Renmark Experiences offers guests a unique experience on the banks of the River Murray and is committed to environmental sustainability. Powered by solar energy, the Woolshed Brewery is a zero-waste facility with waste water reused in the garden and spent grain used for livestock feed.

### BUSINESS GROWTH

In 2008, Tom and Sarah purchased a 10HL brewing system and the following year produced their first batch of beer. Today the Woolshed Brewery has grown to produce 70,000 litres of beer per year as well as a range of wine spritzers.

During 2011 to 2016 the business averaged an 80-85 per cent growth.

Many upgrades have been made to the brewery including more brewing vessels, deck expansions, additional solar and two new locally built boats were purchased in 2011 and 2012.

Wilkadene Above Renmark Experiences now employs six full time, two permanent part time and ten casual staff members.

### CHALLENGES

Due to the location of the property, power supply can be challenging for the business. To overcome this Tom and Sarah have installed over 30kw of solar panels across the property and on the houseboats.

### THE FUTURE

Wilkadene Above Renmark Experiences will continue to expand in the future by increasing their brewing capacity and accommodation offering. The business will continue to preserve their original 1859 cottage and further reduce their carbon footprint.

### COMMUNITY IMPACT

The business embraces a strong community ethos and works closely with a range of local producers and suppliers. Wilkadene Above Renmark Experiences offers a selection of local produce in the Woolshed Brewery, sources regional ingredients for their beverages including wattle seeds, coffee, apples and

*"South Australia is a great place to do business, particularly in regional areas where there is a wonderful community feel."*

*"We're very blessed to have a good history and a good story here at Wilkadene and being able to tell that story and walk people through it is really exciting."*

Tom Freeman  
Owner, Wilkadene Above Renmark Experiences

pears, and engages local chefs and caterers for events at the property.

### SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

The South Australian Tourism Commission has provided Wilkadene Above Renmark Experiences with advice and support over the years and recently featured the business in the five-day Rewards Wonder campaign.

CONTACT US  
[TOURISM.SA.GOV.AU](http://TOURISM.SA.GOV.AU)

