



Skillogalee,
Clare Valley

CLARE VALLEY

Destination Management Plan 2026 — 2030

A shared five-year plan to grow high-quality, value-aligned tourism that celebrates food, wine and heritage while strengthening communities and protecting place.

TOURISM AT A GLANCE

 578,000 visitors in 2024	 \$162 million Visitor Expenditure to December 2024	 202 Tourism Businesses as of June 2024	 2.1 nights average length of stay	 80% of visitors are from South Australia
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WHY NOW?

The pressure

- Visitor awareness remains narrowly focused on wine.
- Short stays and lower-than-potential visitor spend.
- Limited diversity in contemporary experiences and accommodation.

The opportunity

- World-class food and wine experiences with potential to be experienced more deeply.
- Iconic trails and landscapes that invite immersive, year-round visitation.
- Rich agricultural and cultural heritage, brought to life by welcoming communities.

HOW WE'LL DELIVER

Build high-quality experiences

- High-quality food, wine, nature and heritage experiences.
- More bookable, immersive experiences that encourage longer stays.

Care for place

- Tourism that protects landscapes, water, heritage and community wellbeing.
- Responsible growth aligned with regional values.

Build a clear and compelling regional identity

- Create a clear, shared identity for the Clare Valley tourism region.
- Share authentic stories that reflect culture, produce and people.

Lead together

- Strong collaboration across councils, industry and community.
- Clear leadership, advocacy and shared accountability.

The Big Moves

STATE CATALYST PROJECTS



Australia Cornish Mining Sites World Heritage Bid (Burra)

Position the region on the global heritage map.



Riesling Trail Visitor Experience Plan

Elevate one of South Australia's most loved trails.



Wine and Wilderness Trail Visitor Strategy

Secure the future of this signature food, wine and nature experience.

REGIONALLY SIGNIFICANT PROJECTS

- Visitor experience and agritourism development.
- Contemporary and distinctive accommodation.
- Investment attraction and experience pipelines.
- Strengthening signature events such as Gourmet Week.
- Activation of Jaki Ina–Worlds End Gorge National Park and the Adelaide International Bird Sanctuary.

ENABLING PROJECTS

State Catalyst and Regionally Significant projects are supported by enabling actions in:

- Industry capability.
- Marketing.
- Events support.
- Workforce development.
- Climate adaptation.
- Regional advocacy.

WHAT SUCCESS LOOKS LIKE

Success is not just about more visitors, it is about better outcomes:

- Higher-value visitation and longer stays.
- Strong, resilient tourism businesses.
- Protected landscapes, heritage and culture.
- Communities that feel included, informed and proud of tourism's role.
- DMP project delivery in partnership with councils, industry, community, Traditional Custodians, and government.



To read the full plan,
scan the QR code or
visit tourism.sa.gov.au

**SOUTH
AUSTRALIA**



Government of South Australia
South Australian Tourism Commission