



South Australian Tourism Commission

# THE FUTURE OF TOURISM IN THE SOUTH AUSTRALIA

- ADELAIDE HILLS -

November 2018





# OPENING ADDRESS

## Regional Chair





# OPENING ADDRESS

## Rodney Harrex, CE SATC



# TOURISM 2020

Set in 2013 with a target of **\$8.0b**

Visitor expenditure grow from \$5.1b to **\$6.7b**

On track to reach ambitious **target**

An **5,000** additional jobs

International target reached **2 years** early

Significant increases in **aviation** access



# PRIORITY ACTION AREAS 2020

**DRIVING DEMAND**



**WORKING BETTER TOGETHER**



**SUPPORTING WHAT WE HAVE**



**INCREASING THE RECOGNITION OF THE VALUE OF TOURISM**



**USING EVENTS TO DRIVE VISITATION**

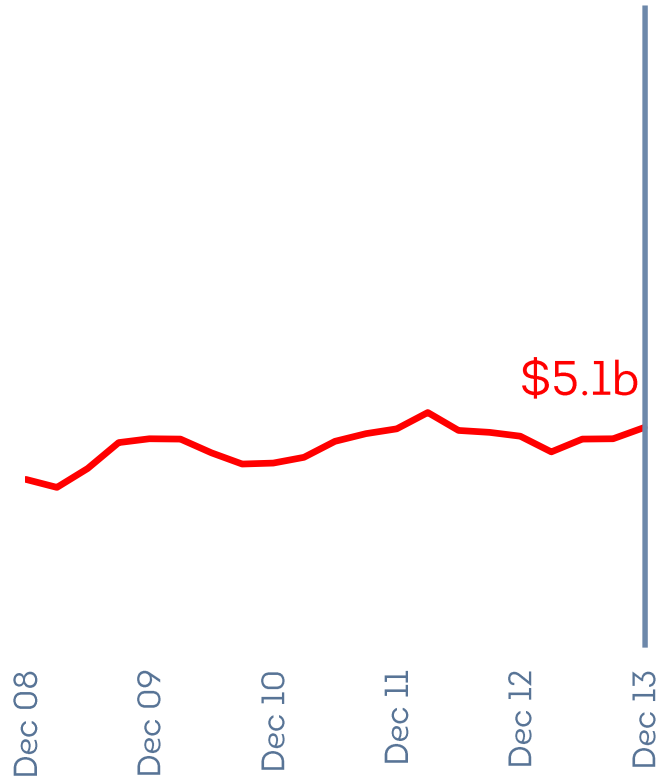


# AGENDA

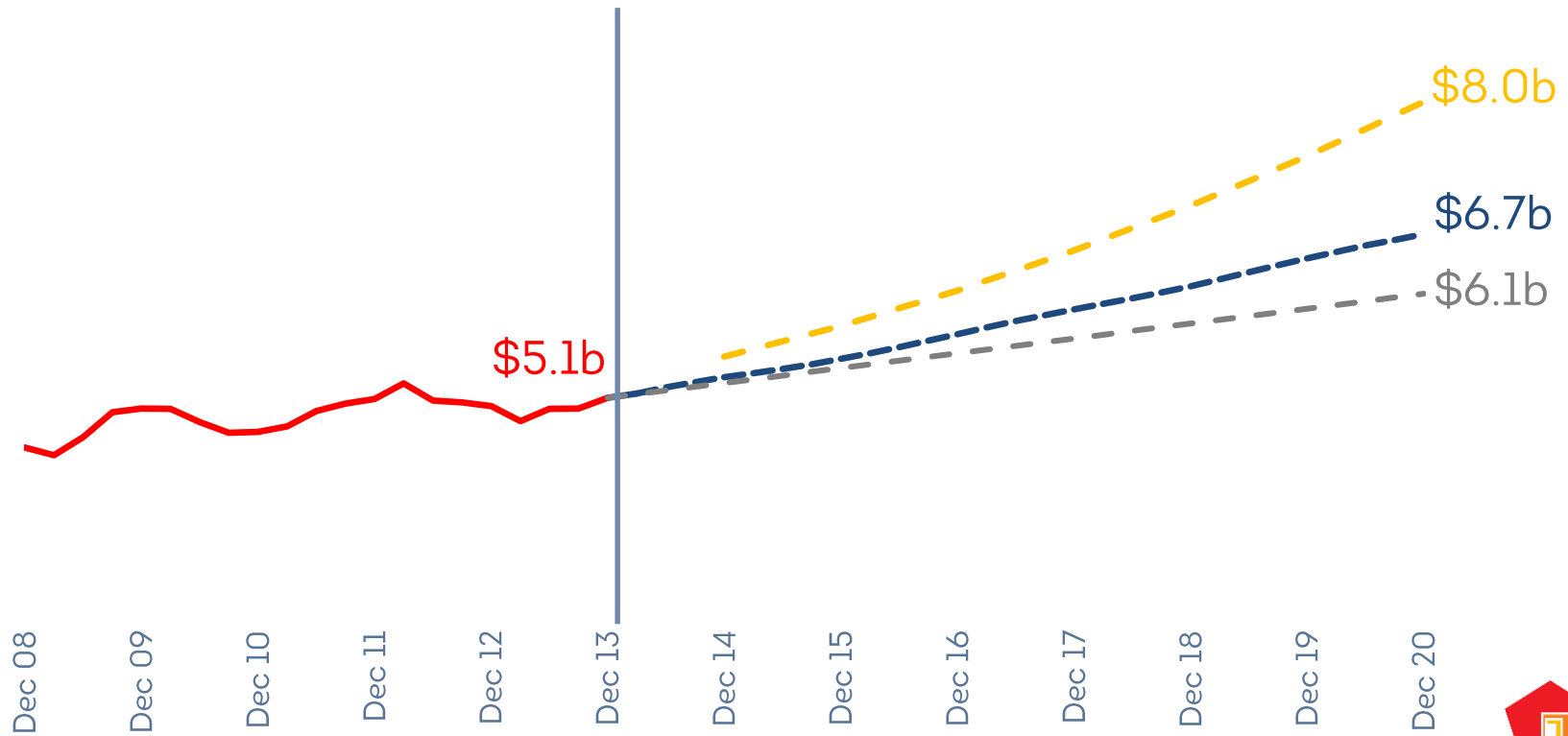
- ❑ Opening address:
  - Regional Chair
  - CE, SATC
- ❑ Performance Summary
- ❑ Recent Visitor Trends
- ❑ 2030 Target Modelling
- ❑ The Future Traveller
- ❑ Discussion (incl. break)
- ❑ Summary



# SETTING THE SCENE

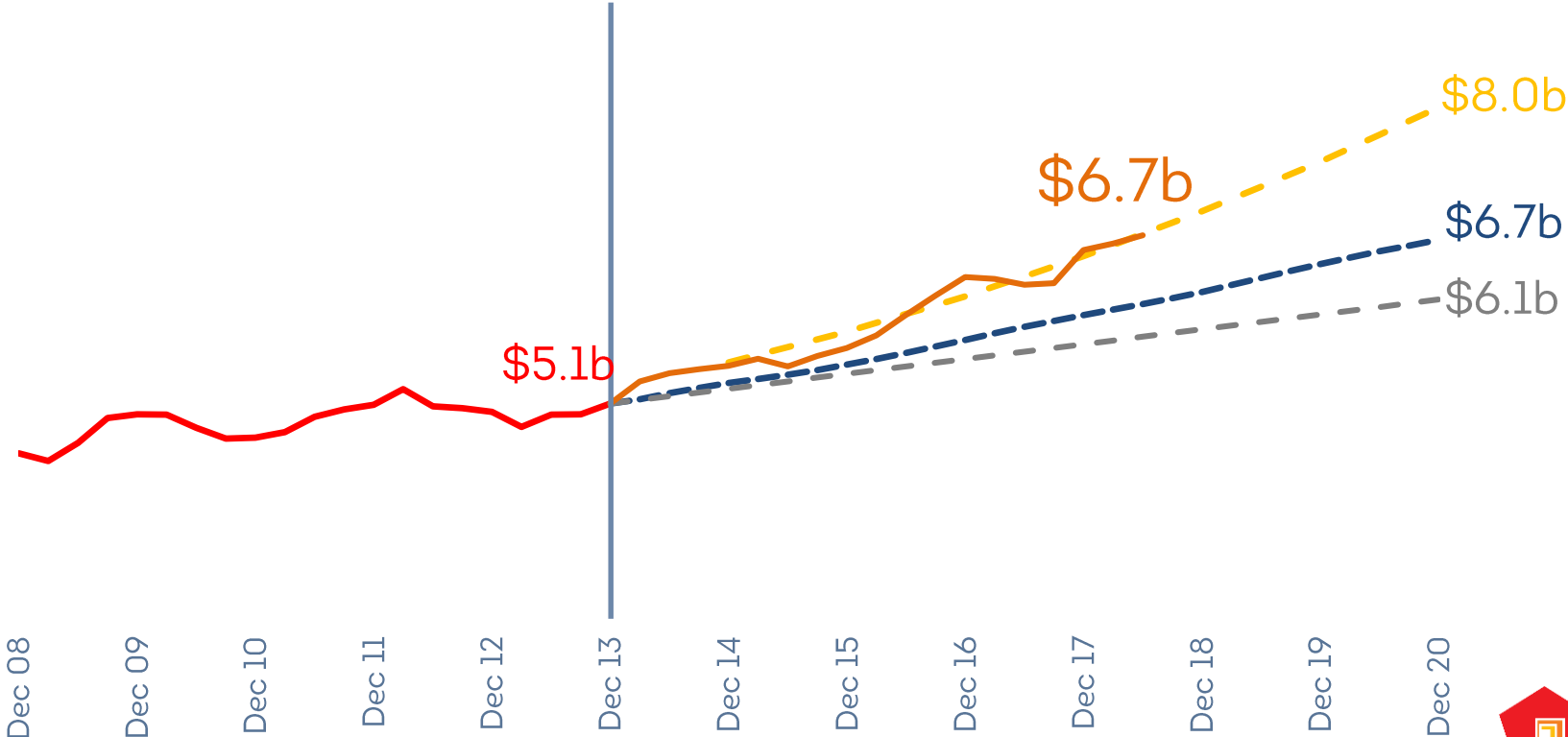


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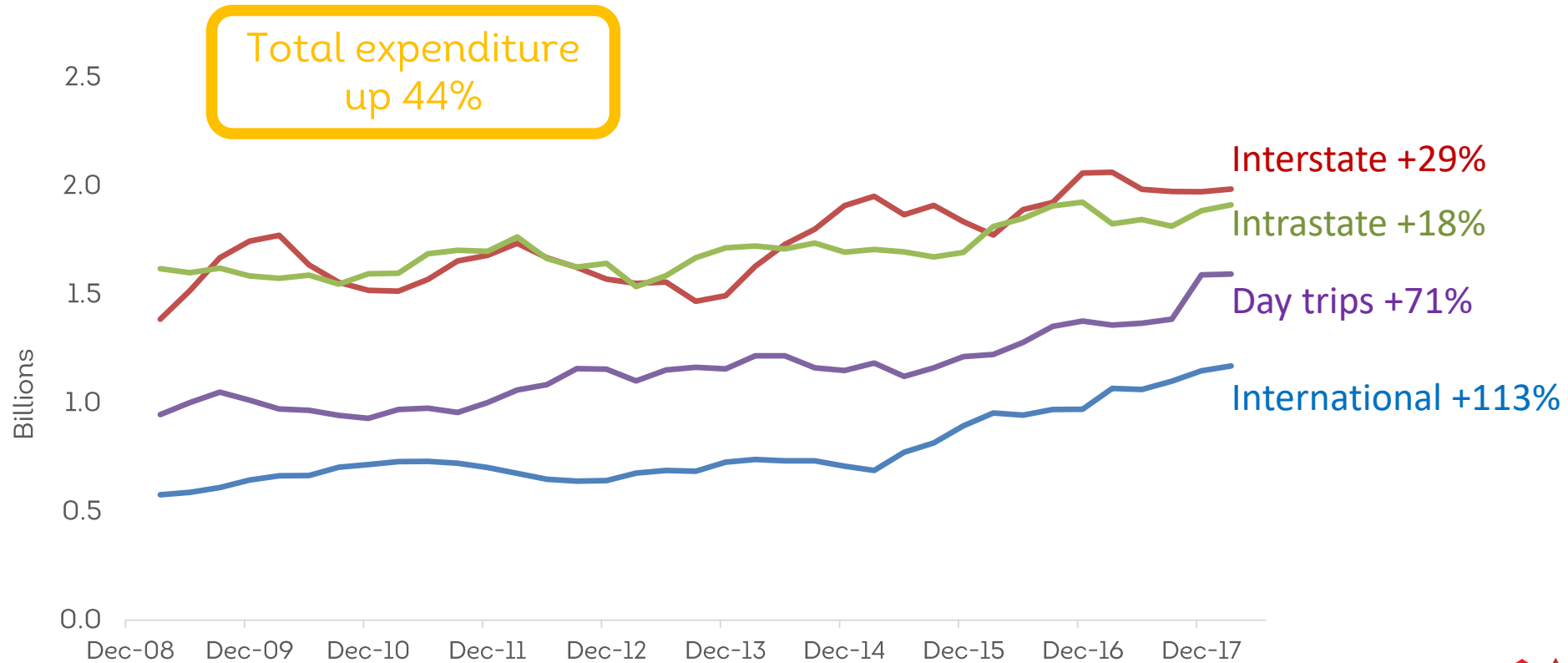




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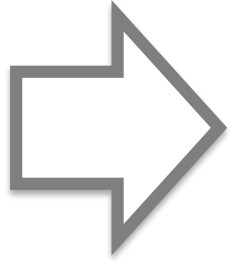
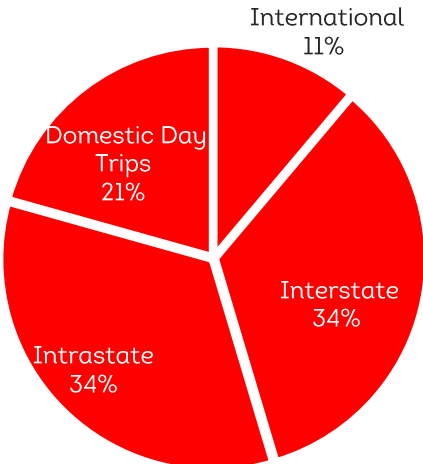


# 10 YEAR OVERVIEW OF EXPENDITURE

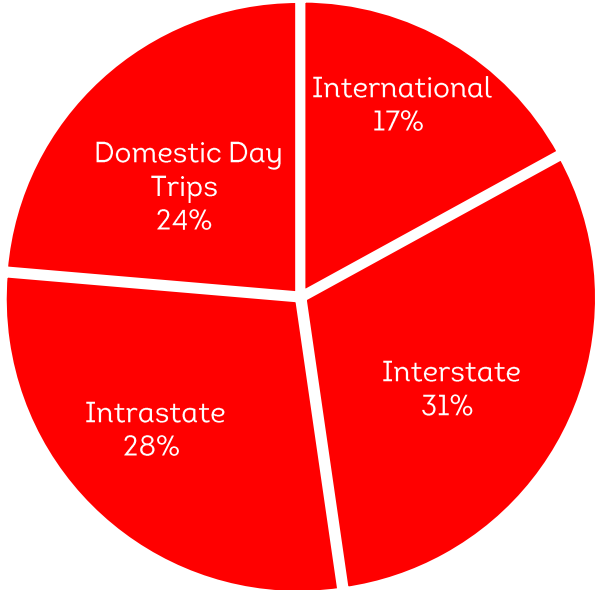


# THE CHANGING VISITOR MIX

2008



2018





# OUR CHANGING MARKETS

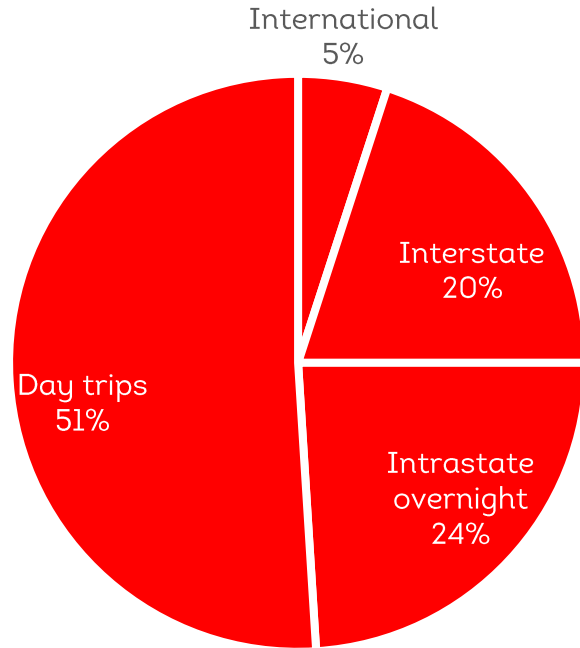
Our **INTERNATIONAL** market has doubled in 10 years, with a movement from western to eastern markets. Expenditure from Asia has tripled, North America has increased by 70% while the European markets have remained consistent.

Our **INTERSTATE** market has increased by 29% largely driven by domestic aviation capacity as well as rise of 'grey nomad' travel.

And South Australians are traveling **INTRASTATE** too with overnight stays up 18% and day trips having increased by 71%.

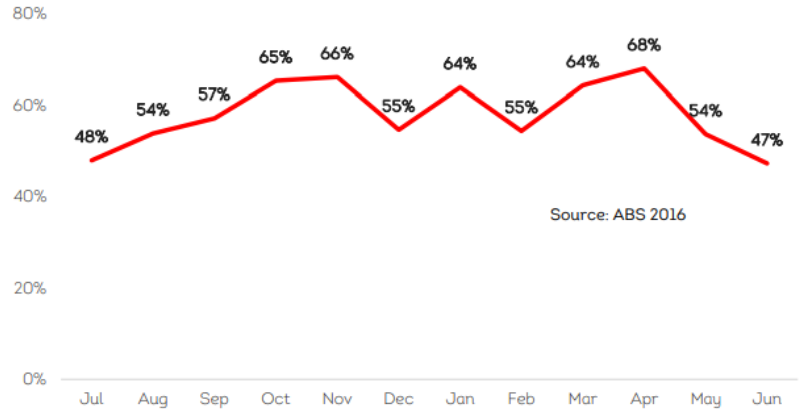
# ADELAIDE HILLS TODAY

## Visitor Expenditure



**\$168m**

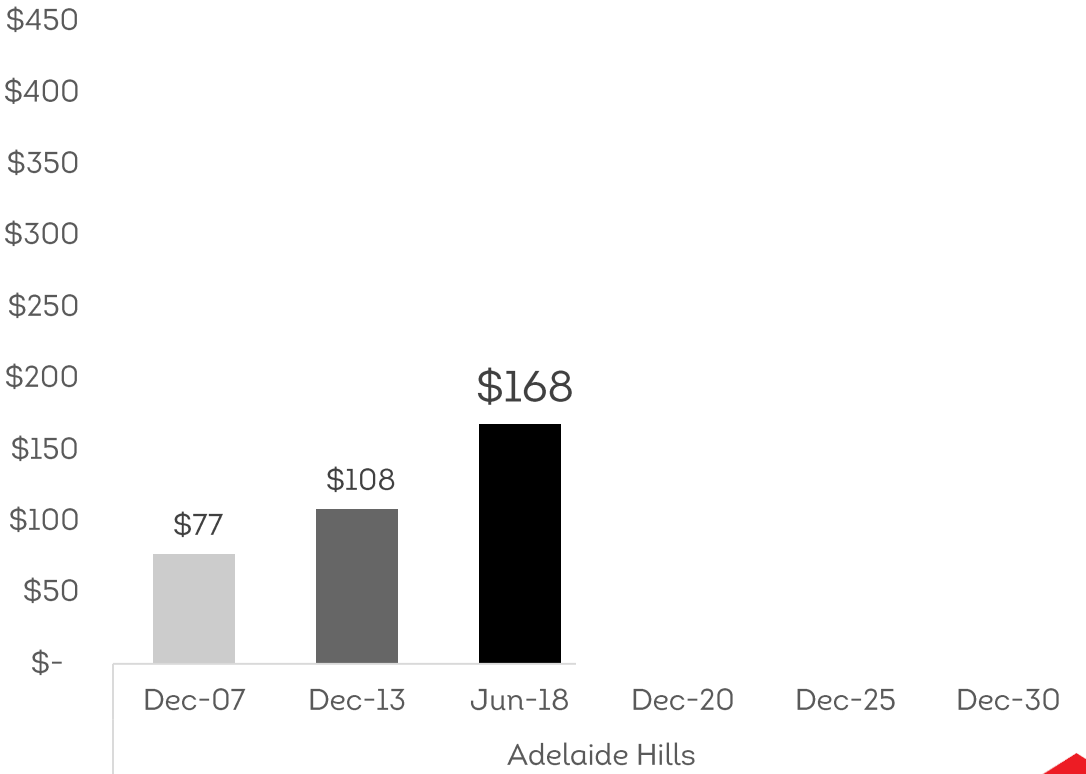
MONTHLY OCCUPANCY RATES YEAR END JUNE 2016 - ADELAIDE HILLS



**7,000 International Overnight Trips**  
**173,000 International Day Trips**

# REGIONAL PERFORMANCE

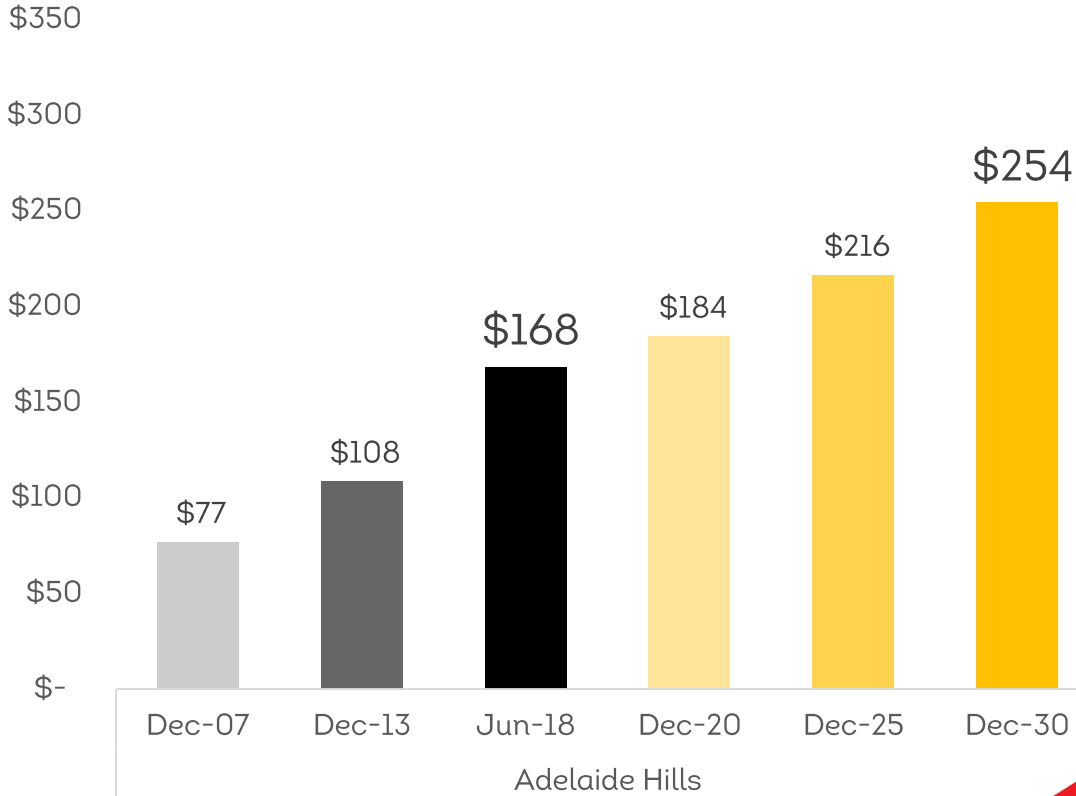
Adelaide Hills has grown from \$77m in 2007 to \$168m today, a growth of 119%.





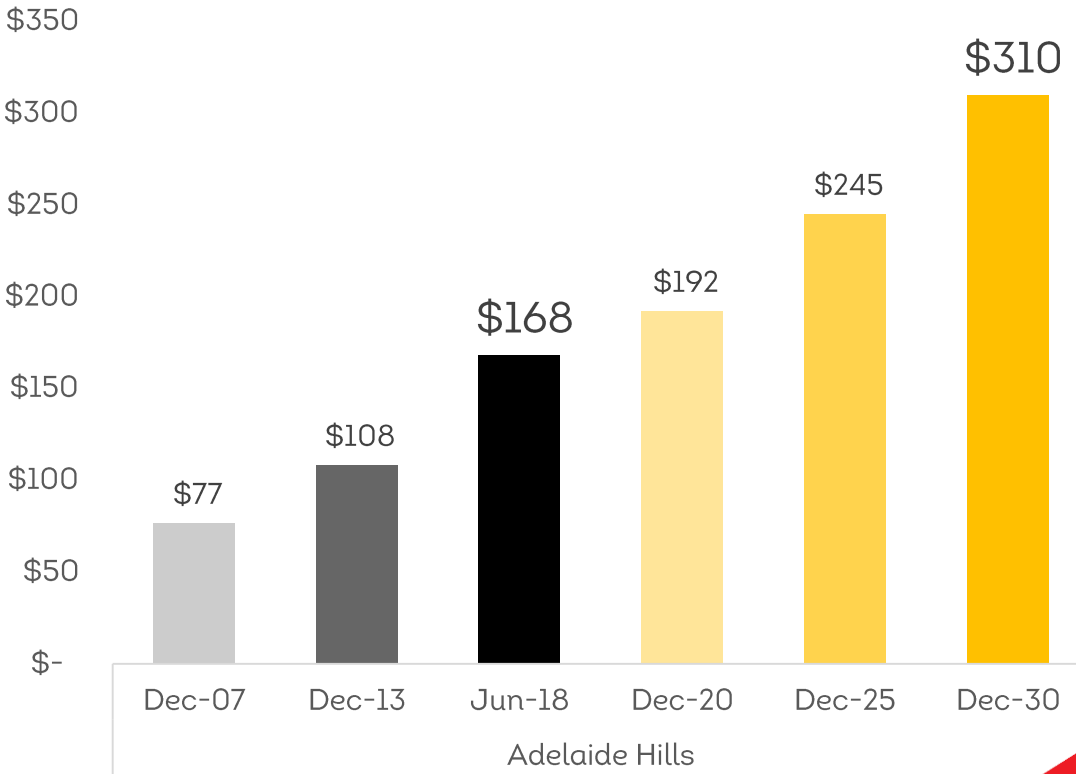
# CONTINUING THE TREND

□ Current rate of growth through to 2030 yields \$254m to the region



# REGIONAL TARGET

- Set an ambition to grow the region to \$310m by 2030.



# WHAT DOES THAT MEAN?

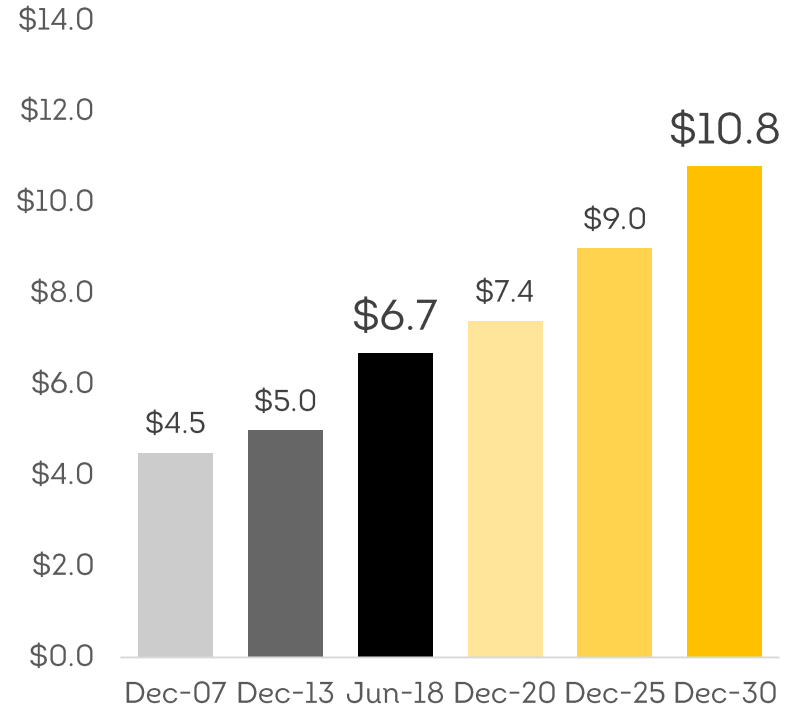
- ❑ \$56m extra by 2030 is an additional \$5m in visitor expenditure generated every year.
- ❑ How to achieve this in the Adelaide Hills by 2030:
  - VOLUME:
  - YIELD: Double the average spend per visitor
  - Mix of volume and yield





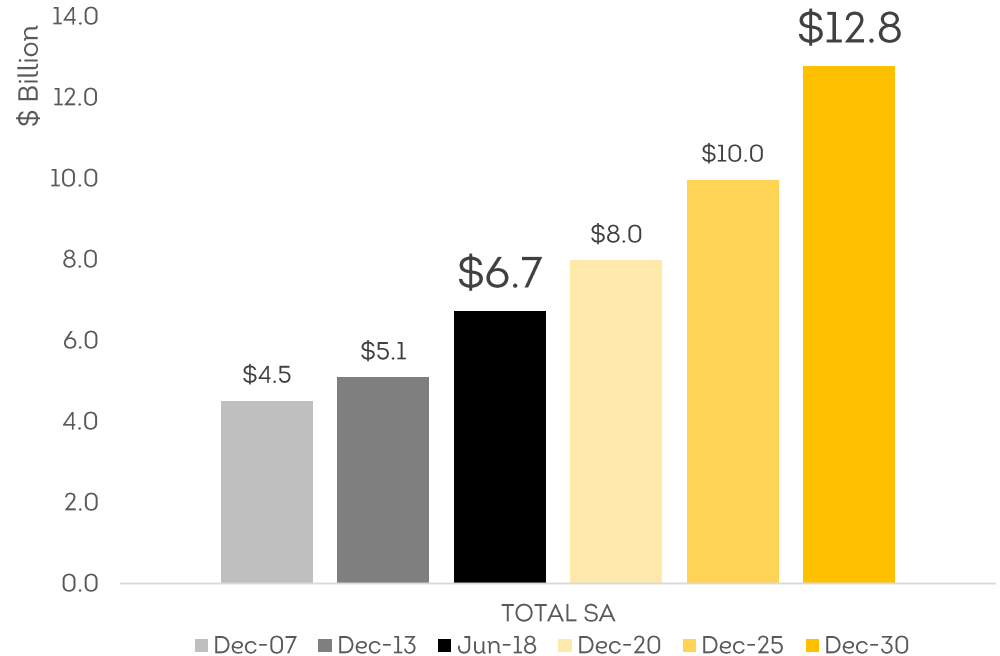
# SOUTH AUSTRALIA HISTORICAL TREND

- Historical trend for South Australia provides a result of a \$10.8b in visitor expenditure by 2030.....



# SOUTH AUSTRALIA TARGET

- ❑ Achieving \$310m in visitor expenditure in your region will contribute to an overall result of \$12.8b in visitor expenditure by 2030.
- ❑ The \$56m increased expenditure is part of an overall \$2b of additional spend across the state above the historical trend.



# THESE COMPANIES DIDN'T EXIST



WhatsApp



Instagram



# THE FUTURE TRAVELLER

- ❑ International travel population:
  - Shorter stays
  - Growth from Asia
- ❑ Domestic travel population:
  - Aging - from wealthier baby boomers to poorer Gen X and destitute Millennials
  - More ethnically diverse
- ❑ Digital connectivity and disruption
- ❑ High expectations for service - on demand, instant and personalised



# REGIONAL GROUNDWORK

## SOUTH AUSTRALIA

### TOURISM 2020 CONSULTATION

- Growing experiences
- Air access
- Integrating tourism into the economy
- Accessible and reliable research and insights
- Events
- Balancing growth
- Leadership
- Digital capability
- Capturing Asia

## TOURISM REGION

### REGIONAL VISITOR STRATEGY

- Capitalise on proximity
- Compelling communications
- Alignment of marketing
- Off set visitation peaks
- Optimise local investment in events
- Focus on partnerships and collaboration
- Leveraging and improving the Epicurean Way experience

## LOCAL ISSUES

### MEET THE MINISTER

- Training needs
- Upskilling for China
- Managing Hahndorf traffic
- Leveraging the business events sector
- Maximising student opportunities





**WORKSHOP**

# WHAT IS THE 'SOUTH AUSTRALIAN' EXPERIENCE IN 2030?

# EMERGING THEMES

- ❑ Experience Development
- ❑ Marketing/Driving Demand
- ❑ Access
- ❑ Business Capability
- ❑ Infrastructure
- ❑ Collaboration
- ❑ Red Tape reduction
- ❑ Events

# THOUGHT STARTERS

Costs  
Access Research  
Quality Collaboration  
Dispersal Events Partnerships  
Advocacy Demand driving  
Experience development  
Marketing Infrastructure  
Distribution Skills  
Investment  
Digital



A man and a woman are looking at a koala on a tree branch. The woman is on the left, wearing a blue patterned top, and the man is on the right, wearing a black t-shirt. The koala is sitting on a thick, light-colored tree branch, looking towards the camera. The background is a lush green forest with sunlight filtering through the trees.

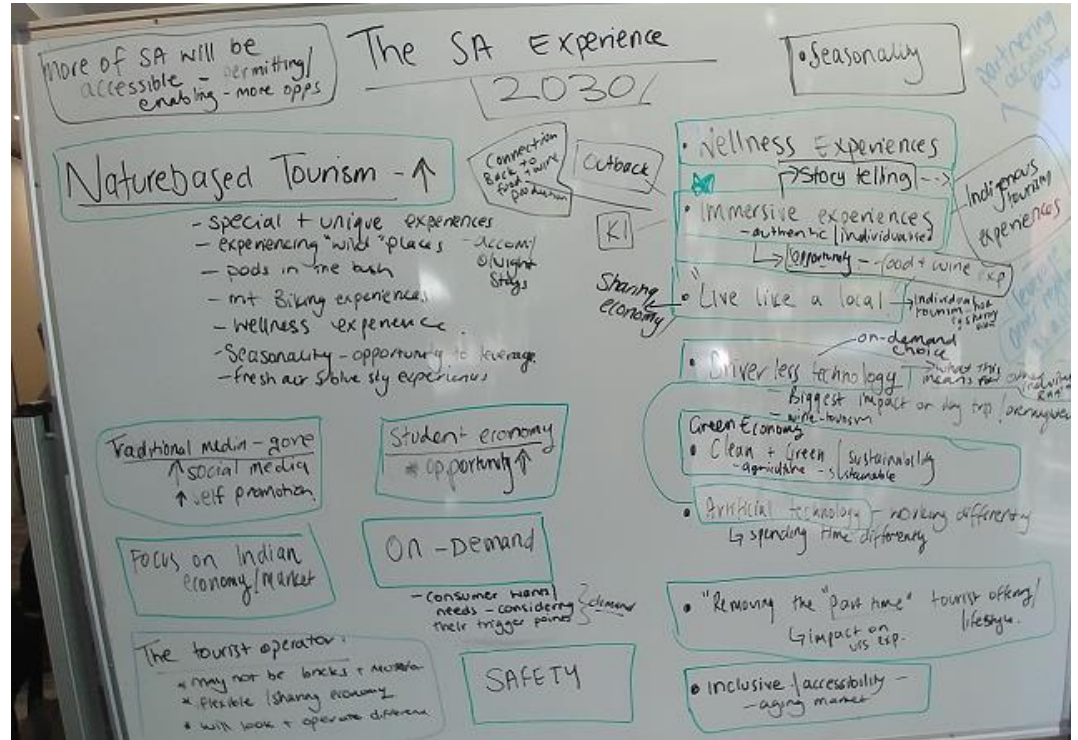
**SUMMARISING  
OUR DISCUSSION**



# THE SA EXPERIENCE 2030

Adelaide Hills, 26<sup>th</sup> Nov 2018

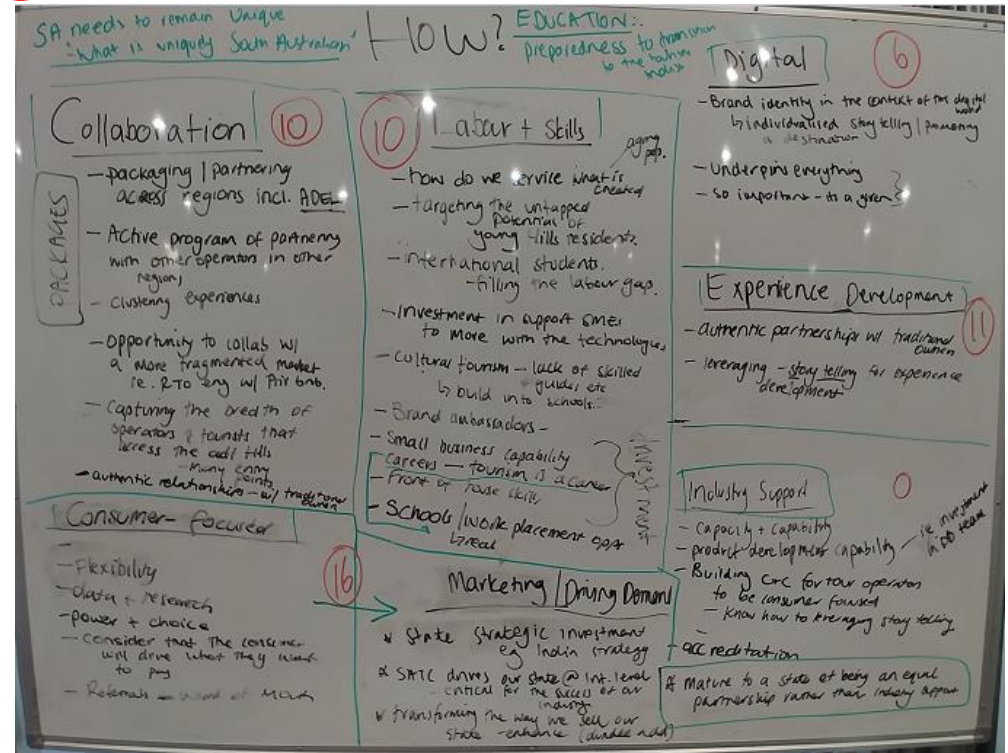
- ❑ Increase in Nature Based Tourism
- ❑ More of SA accessible
- ❑ Traditional medium changed
- ❑ Focus on the Indian economy
- ❑ Change in the tourism operator
- ❑ Wellness experiences
- ❑ Immersive experiences
- ❑ Seasonality
- ❑ New Technology - driverless cars, artificial technology, on demand
- ❑ Green economy
- ❑ Safety



# KEY THEMES RAISED

Adelaide Hills, 26<sup>th</sup> Nov 2018

- ❑ Collaboration (10 votes)
- ❑ Marketing/Driving Demand/Consumer Focus (16 votes)
- ❑ Labour and Skills (11 votes)
- ❑ Digital (6 votes)
- ❑ Experience Development (11 votes)
- ❑ Industry Support (0 Votes)
- ❑ Infrastructure (7 votes)
- ❑ Legislation/Red Tape (0 votes)
- ❑ Value of Tourism and Investment (6 votes)
- ❑ Risk Mitigation (0 votes)



After 90 minutes of discussion, all participants were given 4 votes to provide an indicative prioritisation of the importance of the themes discussed in driving increased performance through to 2030.



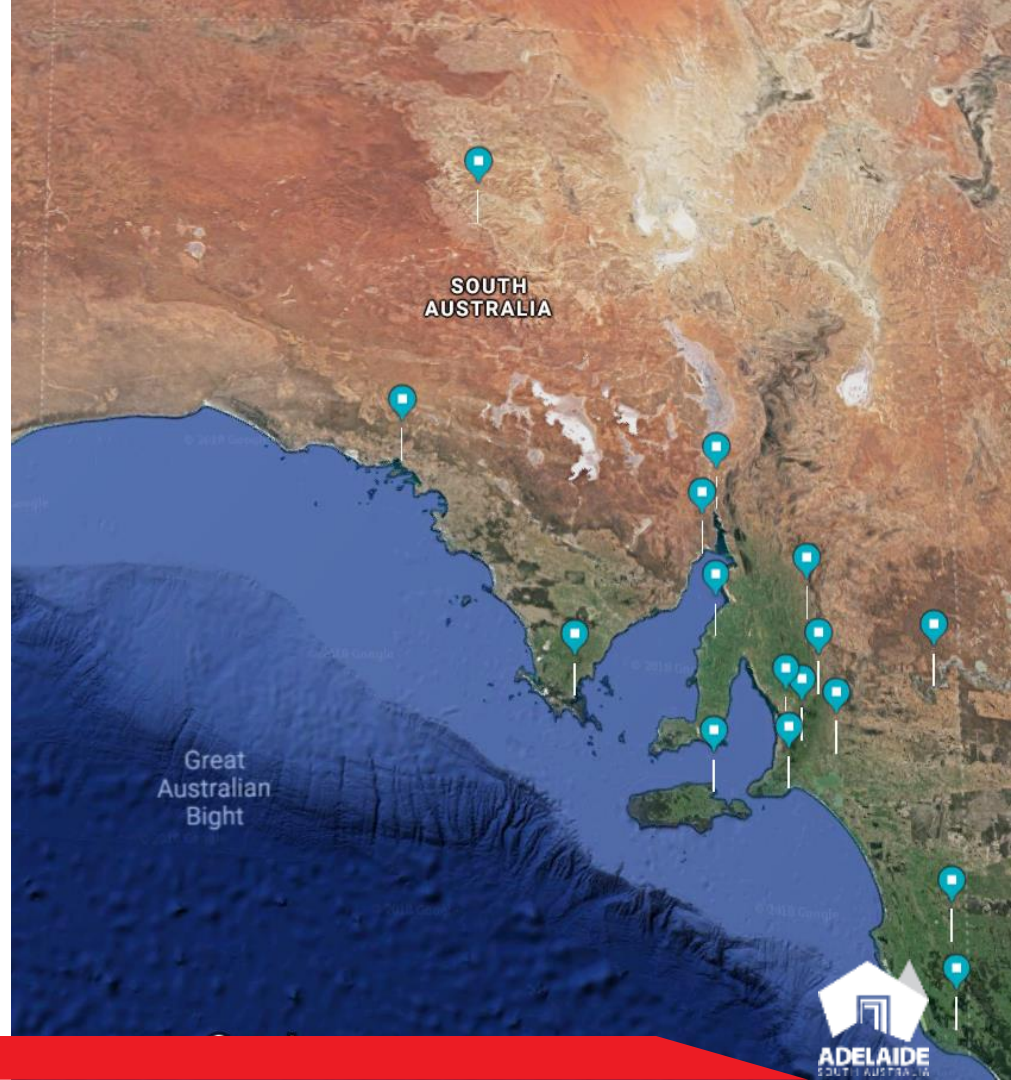


**CONSULTATION  
PROCESS**



# CONSULTATION PROCESS

- ❑ Extensive regional consultation in 16 locations
- ❑ Open and transparent process allowing for input from all stakeholders
- ❑ Presence on YourSAy



# STAY CONNECTED

[www.tourism.sa.com](http://www.tourism.sa.com)



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EVENTS & INDUSTRY

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RESEARCH & STATISTICS



## THE NEXT SOUTH AUSTRALIAN TOURISM PLAN

### THE STORY SO FAR

The South Australian Tourism Plan 2020 was published in 2014 after extensive consultation with over 400 members of the tourism industry. At the time the South Australian Visitor Economy was worth \$5.1 billion, and the plan set an ambitious target of reaching \$8.0 billion by December 2020.

Since then, growth has been substantial. Latest visitor results show the visitor economy is now worth \$6.7 billion, up over 30 per cent in only 4 years and on track to achieve the \$8.0 billion.

### THE PROCESS FROM HERE

With 2020 fast approaching, the SATC has commenced



*Middle River, Kangaroo Island*



