

MURRAY RIVER, LAKES & COORONG

RVS PROGRESS SNAPSHOT1 JAN–31 DEC 2024

MURRAY RIVER, LAKES & COORONG PRIORITY


The Murray River, Lakes & Coorong is focused on growing visitor spend by encouraging more day-trippers from within the state and attracting overnight stays from interstate and even a small international crowd. With many visitors exploring by car, the region will shine by making the most of its iconic touring routes and developing experiences and events that showcase its unique charm.

By highlighting the area's distinctive beauty, the goal is to inspire visitors to stay longer and truly connect with the land and waters.


For more details, head to the 2025 RVS at tourism.sa.gov.au.



DAY TRIPS	OVERNIGHT VISITORS	NIGHTS
 677k	 396k	 1.1M

EXPERIENCE DEVELOPMENT PROGRAM

 3 ⁺	Businesses supported
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ATDW LEADS TO BUSINESSES

 154K ^{\$}	Via southaustralia.com
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CRUISE SHIP ARRIVALS	CAPACITY PASSENGERS & CREW
 51 [#]	 144,308 ^{**}

SOUTH AUSTRALIA

SOUTH AUSTRALIAN REGIONAL VISITOR STRATEGY

2024 ACTUAL EXPENDITURE

\$223M*



MONARTO SAFARI PARK, MURRAY RIVER, LAKES & COORONG

REGIONAL HIGHLIGHT




New on-river, nature-based tours have launched from Murray Bridge—backed by the Experience Nature Tourism Fund and offering fresh ways to slow down, connect with nature, and soak up the magic of the Murray.


2025 TARGET

PERCENTAGE OF 2025 TARGET MET


 \$196M

 114%


SATC EXPERIENCE NATURE TOURISM FUND

 1 ⁺	\$50,000	\$99,440
Successful project	Funding amount	Total project value

REGIONAL EVENTS

 92 [^]	7
Number of events	SATC funded events

ACCOMMODATION

 1,423	56% [‡]
Total rooms	Occupancy

EMPLOYMENT

 1,400	700
Direct jobs	Indirect jobs
1 IN 15	340
Jobs supported by tourism	Tourism businesses

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2024, STR GLOBAL YEAR END DECEMBER 2024, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2024, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2024. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. #ON AVERAGE. #CRUISE DAY TRIPS FROM ADELAIDE **CAPACITY NOT ACTUAL. ‡ESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.