# **MURRAY RIVER, LAKES & COORONG**

**RVS PROGRESS SNAPSHOT** 

1JAN-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** 







# EXPERIENCE DEVELOPMENT PROGRAM



Businesses supported

# ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS

CAPACITY **PASSENGERS & CREW** 

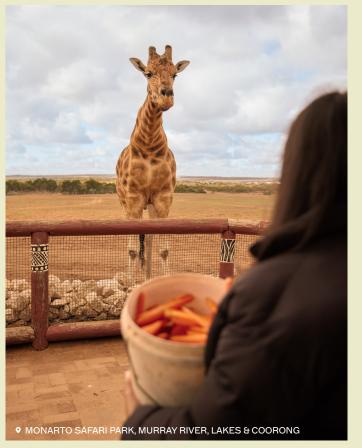






# 2024 ACTUAL EXPENDITURE

# \$223M\*



# **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



Ø \$196M



### SATC EXPERIENCE NATURE TOURISM FUND



Successful project

\$50,000 **Funding** amount

\$99,440

Total project

#### REGIONAL EVENTS



SATC funded events

#### ACCOMMODATION



1.423

56%¤ Occupancy

# **EMPLOYMENT**



1,400 Direct jobs 700 Indirect jobs

1 IN 15

Jobs supported by tourism

340

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. SESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.