

2023-2024 REGIONAL TOURISM SATELLITE ACCOUNT

Regional Tourism Satellite Account

The Regional Tourism Satellite Account highlights the importance of tourism to the economy of each tourism region in South Australia. The Regional Tourism Satellite Account is based on the State Tourism Satellite Account produced by Tourism Research Australia (TRA). The data provides measures of tourism across key economic measures for each individual tourism region. The measures include Gross Regional Product (GRP), tourism Gross Value Added (GVA), tourism consumption and, most importantly, it is the only measure we have of employment in tourism.

The 2023-24 results are no longer impacted by the COVID-19 pandemic and associated travel restrictions. It should be remembered in considering the results, that the period of data commences 1 July 2023 through to 30 June 2024.

Some changes to how the data has been processed are also important to note. In previous reporting of the Regional Tourism Satellite Account, normal practice has been to identify tourism regions with visitor survey samples of 500 or less and smooth estimates of economic measures by taking an average over three financial years. All eleven South Australian regions were previously smoothed.

TRA chose not to smooth the results for 2023-24 for these regions, acknowledging that COVID-related impacts in the preceding years would have seriously compromised the result.

However, it should be noted that data up to and including 2018-19 is still smoothed for these regions. This has caused changes in this data and the results should be considered with caution for the previously smoothed regions.

More detail on the reliability of the data can be sourced on the Tourism Research Australia website.

National Tourism Satellite Account – Quarterly Release

To better illustrate the broader context, the results of the Regional Tourism Satellite Account should be considered in the context of more recent quarterly results. These results are produced by the Australian Bureau of Statistics and are only available at a national level, however they provide important context.

The quarterly data shows that nationally, employment in the tourism industry fell sharply with the onset of COVID. This decline would have been worse had the government not intervened with the “JobKeeper” initiative allowing businesses to retain staff. The decline continued through 2020-21 with employment falling to its lowest level in September 2021 on the back of the new Delta COVID strain. December 2021 saw a strong recovery as border restriction were relaxed.

The national employment total currently resides at 714,000 in December 2024, up 5 per cent on the pre-COVID December 2019 quarter.



The rest of this document refers to the South Australian results for the Regional Satellite Account 2023-24.

Employment

Adelaide was by far the most affected by COVID impacts. From 2018-19 to 2021-22 employment in Adelaide fell from 21,200 to 13,800, before exceptionally strong growth over 2022-23 saw employment rise back to 22,200 and then grow further in 2023-24 to 22,800. Adelaide saw growth due to its reliance on international and interstate travellers.

Regional South Australia experienced decline in 2021-22, but not to the same level as Adelaide. Employment in Regional South Australia fell from 17,400 in 2018-19 to 16,400 in 2021-22, before rising back to 20,400 in 2022-23. In the latest results for

2023-24 it has fallen back to 18,800, above pre-COVID, but down on 2022-23. The changes in employment were in line with the over decline in regional visits and expenditure.

Four of the eleven regions showed growth in employment with the Clare Valley the strongest, increasing by 17 per cent to 700. This was followed by the Barossa, up 11 per cent to 1,000, the Eyre Peninsula and the Riverland with growth of 9.1 per cent to 2,400 and 1,200, respectively.

In contrast to this we saw decline from the Yorke Peninsula, down 24 per cent to 1,600, the Fleurieu Peninsula down 16 per cent to 3,600, Kangaroo Island and the Limestone Coast both down 9.1 and 8.7 per cent to 1,000 and 2,100 and the Murray River Lakes and Coorong and the Flinders both down 6.7 and 7.1 per cent to 1,400 and 2,500.

Table 1: Direct Tourism Employment compared to 2022-23 and 2018-19

Tourism region	23-24 no.	% change on 22-23	% change on 21-22	% change on 18-19
Adelaide	22,800	2.7%	65%	7.5%
Regional South Australia	18,800	-7.8%	15%	8.0%
Adelaide Hills	1,400	0.0%	40%	7.7%
Barossa	1,000	11%	11%	25%*
Clare Valley	700	17%	17%	75%*
Eyre Peninsula	2,400	9.1%	20%	-7.7%
Fleurieu Peninsula	3,600	-16%	0.0%	9.1%
Flinders Ranges and Outback	2,500	-7.4%	39%	4.2%
Kangaroo Island	1,000	-9.1%	11%	25%*
Limestone Coast	2,100	-8.7%	11%	5.0%
Murray River, Lakes and Coorong	1,400	-6.7%	17%	-6.7%
Riverland	1,200	9.1%	0.0%	9.1%
Yorke Peninsula	1,600	-24%	6.7%	33%
South Australia	41,600	-2.3%	38%	7.8%

*These regions are subject to greater fluctuations as noted at the beginning of this document.

While the South Australian Tourism Commission bases its targets on the direct employment figures, the report also includes estimates of indirect employment that represents an additional 29,900 jobs across South Australia.

Gross Regional Product (GRP)

Overall GRP in 2023-24 for South Australia compared to 2022-23 rose by 1.4 per cent with Adelaide up 5.9 per cent in this period to \$3.0 billion. In Regional South Australia, the GRP decreased 7.0 per cent to \$1.4 billion.

Five of the eleven regions saw growth, with the Barossa up 6.6 per cent, the Eyre Peninsula up 6.4 per cent, the Clare Valley up 2.8 per cent, the Adelaide Hills up 2.0 per cent and the Riverland up 1.4 per cent. The largest decline came from the Yorke Peninsula and the Fleurieu down 25 per cent and 16 per cent. In addition to this there was decline in the Limestone Coast, Kangaroo Island, the Flinders Ranges and Outback and the Murray River Lakes and Coorong.

Regional Contribution of Tourism

In looking at the distribution of tourism's economic contribution and tourism employment across South Australia's regions, there are two ways of considering the data:

- Consider the amount that the region contributes to the overall tourism value for the state (i.e., tourism in Kangaroo Island contributes 2.2 per cent of the State's tourism GRP)
- Consider the proportion of contribution tourism makes to that regional economy (i.e., tourism contributes 22.9 per cent of the total GRP for Kangaroo Island).

Importantly, it is the second of these, tourism's share of the regional economy, which demonstrates the economic importance of the tourism industry to a specific region, and that is the figure presented in the Table 1 below.

The following table provides the direct contribution of tourism to each of South Australia's regions in terms of GRP and employment.

Table 2: Direct Tourism Impact GRP and Employment 2023-24

Tourism region	Gross regional product (\$m)		Filled jobs	
	Total	Share of Region	Total	Share of Region
Adelaide	\$3,001	2.7%	22,800	3.0%
Regional South Australia	\$1,440	3.8%	18,800	7.0%
Adelaide Hills	\$90	2.1%	1,400	4.2%
Barossa	\$87	2.8%	1,000	4.4%
Clare Valley	\$46	3.9%	700	8.3%
Eyre Peninsula	\$199	4.1%	2,400	7.4%
Fleurieu Peninsula	\$249	5.2%	3,600	9.1%
Flinders Ranges and Outback	\$216	4.2%	2,500	8.4%
Kangaroo Island	\$98	22.9%	1,000	29.0%
Limestone Coast	\$168	3.0%	2,100	5.2%
Murray River, Lakes and Coorong	\$98	3.7%	1,400	7.2%
Riverland	\$84	3.1%	1,200	6.1%
Yorke Peninsula	\$103	3.5%	1,600	8.0%
South Australia	\$4,441	3.0%	41,600	4.1%

Origin share of tourism consumption

Tourism consumption is the total value of tourism goods and services consumed by residents and overseas visitor spread across the main tourism related products. It also includes imputation of the costs of services consumed in activities that are free of charge (i.e., museums and nature parks).

The following analysis looks at the sources of tourism consumption across different regions. This highlights the extent to which each region is dependent on a particular market for overall tourism consumption.

Adelaide prior to COVID was the most exposed region to the international market, in 2021-22 when international borders were closed only 5 per cent of tourism consumption came from this market. In the latest results as the international market has grown to 25 per cent. Prior to COVID Adelaide's share was 27 per cent, displaying how the Adelaide market has almost recovered to where it should be.

As we move further away from the COVID affected years and visitation normalises we are starting to see the share of consumption move closer to 2018-19 levels. Overall, the intrastate and interstate share of consumption is above 2018-19 and day trips and international below.

Table 3: Origin Share of Tourism Consumption 2023-24

Tourism Region	Consumption (\$bn)	Same-day travel	Intrastate overnight	Interstate overnight	International overnight
Adelaide	\$6.5bn	13%	17%	44%	25%
Regional South Australia	\$5.2bn	24%	53%	19%	4%
Adelaide Hills	\$302m	47%	27%	18%	8%
Barossa	\$379m	34%	41%	23%	2%
Clare Valley	\$230m	24%	56%	17%	3%
Eyre Peninsula	\$631m	17%	62%	19%	3%
Fleurieu Peninsula	\$883m	29%	54%	13%	5%
Flinders Ranges and Outback	\$779m	14%	60%	22%	4%
Kangaroo Island	\$277m	2%	56%	28%	13%
Limestone Coast	\$587m	22%	46%	27%	4%
Murray River, Lakes and Coorong	\$336m	40%	46%	12%	3%
Riverland	\$317m	21%	58%	18%	3%
Yorke Peninsula	\$468m	21%	67%	9%	2%
South Australia	\$11.7bn	18%	33%	33%	16%

Publication of Results

The results will be published as interactive online factsheets hosted on the Tourism Research Australia website. The SATC's corporate website will provide a link to this site to enable access to the detailed information for each region.

SUMMARY/CONCLUSION

The Regional Tourism Satellite Account highlights the importance of tourism to the economy of each tourism region in South Australia and is based on the State Tourism Satellite Account.

Between 2018-19 and 2023-24, tourism employment in Adelaide increased 8 per cent to 22,800 (22,200 in 22-23 and 13,800 in 2021-22) while in Regional South Australia the number of employed persons increased 8 per cent to 18,800 (20,400 in 2022-23 and 16,400 in 2021-22) people. Even though regions were up on 2019 we have seen a decline in regional jobs over the past year (2022-23 to 2023-24). This decline reflects the regional figures reported for visits and spend from the NVS for the year end June 2024.

In terms of economic output, South Australia's Gross Regional Product (GRP) for tourism grew by 1.4 percent over the past year. This growth was uneven, with Adelaide's GRP increasing by 5.9 percent to \$3.0 billion, while Regional South Australia's GRP decreased by 7.0 percent to \$1.4 billion. This divergence highlights a mixed performance in 2023-24, following a strong recovery across the state from 2018-19 to 2022-23. Adelaide's continued growth is supported by increased interstate and international visitation, whereas regional growth has moderated.

Overall, the state has remained steady in 2023-24 as travel normalised following the significant disruptions of the COVID-19 pandemic.

A NOTE ON THE RESULTS

Note that in public reporting, the SATC consistently reports visitor expenditure, as reported by the International Visitor Survey and the National Visitor Survey as our primary performance metrics. Aside from the jobs figures provided in this report, the dollar figures are regarded as secondary metrics and useful primarily in comparing the Visitor Economy to other sectors on a like-for-like basis. To avoid confusion to more general audiences, we recommend continuing to report visitor expenditure as the primary metric of tourism impact in South Australia.