

ADELAIDE HILLS




RVS PROGRESS SNAPSHOT 1 JAN–31 DEC 2024

ADELAIDE HILLS PRIORITY


The Adelaide Hills is focused on growing a resilient, sustainable tourism industry—one that makes the most of being just a stone’s throw from the city, yet a world away in experience. The goal is simple: encourage more visitors to stay a little longer, come back more often, and discover the many layers of the region at a relaxed pace.

It’s about tuning in to what visitors want right now—whether that’s a long lunch, a weekend escape, or an event that lingers in the memory. With thoughtful experiences, clever marketing and a community that cares, the Hills is finding fresh ways to grow in a post-bushfire, post-pandemic world.


To explore the full picture, visit the 2025 RVS at tourism.sa.gov.au.



DAY TRIPS	OVERNIGHT VISITORS	NIGHTS
 1.1M	 200k	 766k

EXPERIENCE DEVELOPMENT PROGRAM

 2 [†]	Businesses supported
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ATDW LEADS TO BUSINESSES

 306K ^{\$}	Via southaustralia.com
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CRUISE SHIP ARRIVALS	CAPACITY PASSENGERS & CREW
 51 [#]	 144,308 ^{**}



2024 ACTUAL EXPENDITURE

\$192M*



SCENIC HOTEL, ADELAIDE HILLS

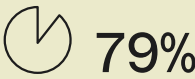
REGIONAL HIGHLIGHT




The Regional Event Fund backed A Taste of the Hills Festival for a second year, bringing over 50 local food, wine, drink and retail heroes together at Lot 100 for two days of live music, masterclasses and even helicopter rides. It’s all about gathering the best of the Adelaide Hills in one place—giving visitors a taste of the region’s warmth, flavours and uplifting spirit.

2025 TARGET

PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND

 0 [†]	Successful projects	\$0	Funding amount	\$0	Total project value
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REGIONAL EVENTS

 203 [^]	Number of events	5	SATC funded events
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ACCOMMODATION

 723	Total rooms	60% [‡]	Occupancy
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EMPLOYMENT

 1,400	Direct jobs	500	Indirect jobs
1 IN 21	Jobs supported by tourism	890	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.