

ABORIGINAL TOURISM ACTION PLAN OUTCOMES

2022 SUMMARY

PRODUCT DEVELOPMENT
MEETINGS

40 

TOURISM AUSTRALIA - DISCOVER
ABORIGINAL EXPERIENCE MEMBERS

1  **WILPENA POUND
RESORT**

TOTAL VALUE OF EXPENDITURE FOR LEISURE VISITORS
TO SOUTH AUSTRALIA FEATURING ABORIGINAL TOURISM

 **\$175M[^]**

([^]DECEMBER 2022, IVS/NVS)



ABORIGINAL TOURISM
BUSINESSES SUPPORTED
TO ATTEND *UNCORKED*
TRADE EVENT IN SYDNEY

2



TRADE AND MEDIA FAMILS
FEATURING ABORIGINAL
TOUR BUSINESSES

19

SATC ENGAGED WITH
STAKEHOLDER
STRATEGY AND
WORKING GROUPS

7



6

NEW ABORIGINAL
TOURISM PRODUCTS AND
EXPERIENCES LAUNCHED

CONFERENCES ATTENDED

- 1** AUSTRALIAN INDIGENOUS
TOURISM CONFERENCE
- 2** INDIGENOUS LEADERSHIP
SUMMIT



NEW MEDIA GALLERY CONTENT

98 | **12**

NEW STILLS | NEW VIDEOS



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