

# CLARE VALLEY

RVS PROGRESS SNAPSHOT

1 JAN–31 DEC 2024

## CLARE VALLEY PRIORITY

The Clare Valley is a favourite for self-drive travellers—and now the focus is on welcoming more interstate and international guests who are ready to slow down, stay overnight and savour the region. There's a big opportunity to create more sustainable, bookable experiences that tap into what makes this place special—nature, heritage, food, wine and a sense of calm.

With thoughtful growth in quality accommodation and visitor experiences, the Clare Valley is aiming to attract guests who value depth over speed and are happy to spend a little more for something meaningful.

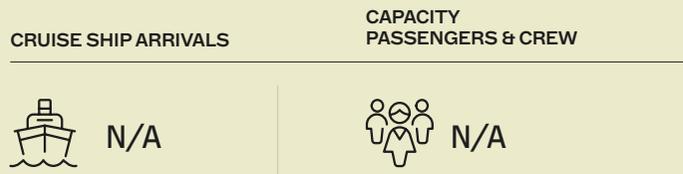
You can dig deeper in the 2025 RVS at [tourism.sa.gov.au](https://tourism.sa.gov.au).



## EXPERIENCE DEVELOPMENT PROGRAM



## ATDW LEADS TO BUSINESSES



## 2024 ACTUAL EXPENDITURE

**\$162M\***



## REGIONAL HIGHLIGHT



During Clare Valley Gourmet Week, O'Leary Walker Wines hosted the once-in-a-decade Wine Hall of Fame Gala Dinner & Awards—a celebration that honoured five regional legends and presented four awards, shining a spotlight on the passion and craft that make Clare Valley's wine story so unforgettable.

## 2025 TARGET



## PERCENTAGE OF 2025 TARGET MET



## SATC EXPERIENCE NATURE TOURISM FUND



## REGIONAL EVENTS



## ACCOMMODATION



## EMPLOYMENT

