

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.



DAY TRIPS	OVERNIGHT VISITORS	NIGHTS
 356k	 222k	 465k

EXPERIENCE DEVELOPMENT PROGRAM

 3 ⁺	Businesses supported
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ATDW LEADS TO BUSINESSES

 99K ^{\$}	Via southaustralia.com
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CRUISE SHIP ARRIVALS	CAPACITY PASSENGERS & CREW
 N/A	 N/A



2024 ACTUAL EXPENDITURE

\$162M*





📍 BUNGAREE STATION, CLARE VALLEY


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
 \$132M	 122%

SATC EXPERIENCE NATURE TOURISM FUND

 2 ⁺	\$98,694	\$137,755
Successful projects	Funding amount	Total project value


REGIONAL EVENTS

 428 [^]	2
Number of events	SATC funded events

ACCOMMODATION

 724	60% [‡]
Total rooms	Occupancy

EMPLOYMENT

 500	300
Direct jobs	Indirect jobs
1 IN 15	200
Jobs supported by tourism	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. **CAPACITY NOT ACTUAL. ‡ESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.