

South Australia Tourism investment



The **Department of State Development**, a Government of South Australia agency, delivers sustainable economic growth and a resilient economy through the development of innovative and productive businesses and industries in South Australia.

Invest SA is South Australia's dedicated investment attraction unit, operating within the Department of State Development. We partner directly with domestic and international organisations, investors and industry leaders to identify commercial opportunities and enable successful market entry, expansion and collaboration.

The **Invest SA Tourism team** focuses on the attraction of major investment into the state's A\$11 billion tourism sector, including delivery of new infrastructure and products. Our specialised team can help you with the following:

Facilitating engagement across key government departments

Assisting in the identification and promotion of tourism investment opportunities

Fostering partnerships with existing South Australian operators and investors

Encouraging further investment in South Australia's tourism infrastructure and accommodation assets

Increasing South Australia's destination appeal

Invest SA maintains a portfolio of opportunities on its website at invest.sa.gov.au/sectors/tourism.

The South Australian Tourism Commission supports tourism-related investment by providing sector expertise, destination insight, and early-stage facilitation. We work closely with Invest SA and government partners to help shape opportunities, connect proponents with the right stakeholders, and support projects aligned with South Australia's long-term tourism vision.

Sustainability as an investment advantage

Our approach prioritises long-term asset protection, environmental and cultural stewardship, and strong community support, enabling premium positioning and enduring demand.

tourism.sa.gov.au/support/tourism-investment

Acknowledgement of Country

The Department of State Development acknowledges and respects Aboriginal people as the state's first people and nations, and recognises Aboriginal people as traditional owners and occupants of South Australian land and waters.

All images courtesy of the South Australian Tourism Commission unless otherwise credited

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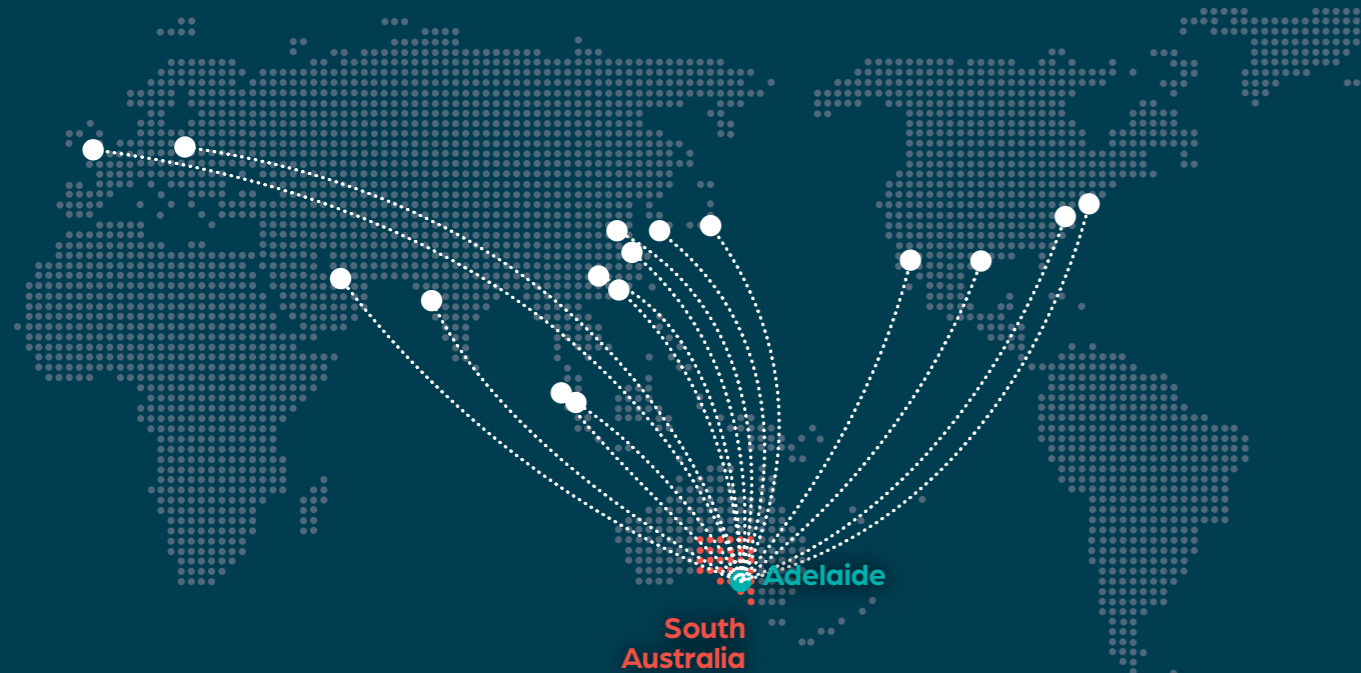
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Cover image: Southern Ocean Lodge, Kangaroo Island

Introducing South Australia

World-class tourism regions	Iconic natural landscapes and wine regions with attractive experiences and the opportunity for high-end accommodation investment.
Globally recognised	Unique wildlife and nature adventures from award-winning national parks, unmatched regional experiences, and pristine beaches, showcasing one of the world's most stunning and diverse landscapes.
Renewable energy leader	Global leader in integrating wind, solar and battery energy systems into the state's energy network, with almost 80% of the state's energy produced through wind and solar. Our innovative reputation supports the eco-tourism offering of environmentally sustainable and culturally responsible accommodation and nature-based experiences.
Capability	Zero Stamp Duty on commercial premise acquisitions. Zero payroll tax on annual wages under A\$1.5 million. Consistently ranked Australia's number one jurisdiction as the best place in Australia for doing business ¹ . South Australia's land planning system recognised as Australia's best, based on efficiency, consistency, certainty, and transparency. Hotel proposals well supported by global operators seeking to enter South Australian markets.

Invest SA international offices



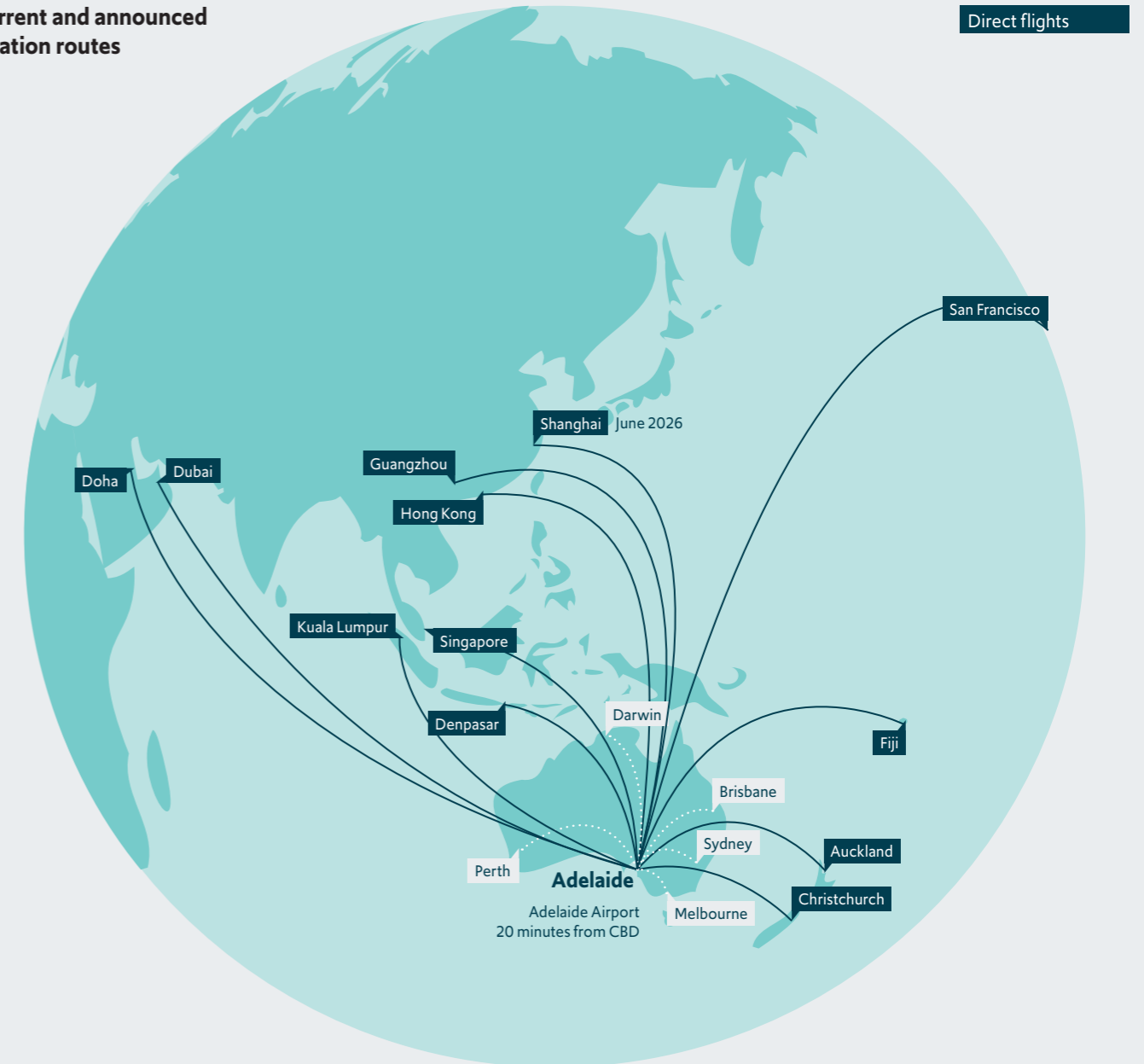
¹ Business Council of Australia, Regulation Rumble, 2025

Centrally Connected

Adelaide Airport, located 20 minutes from the Adelaide central business district, hosts direct flights to major airports in the Asia-Pacific region, North America, and the Middle East. Other Asia-Pacific, European and North American direct flights are a short connection away.



Current and announced aviation routes



Adelaide: a premier hub for luxury train travel across Australia

Adelaide's strategic location makes it an excellent starting point and tourist hub for Australia's most luxurious train adventures. It provides travellers with a unique and sophisticated way to explore some of Australia's finest scenery and enjoy some of the world's most famous rail journeys. These include: The Ghan (between Adelaide and Darwin), The Overland (between Adelaide and Melbourne), Indian Pacific (travelling from Adelaide westbound to Perth or eastbound to Sydney), and Great Southern (linking Adelaide to regional tourism in Victoria, New South Wales and terminating in Brisbane).

Cruise Ship attraction

Over the past decade, the cruise industry has been the fastest growing visitor economy sector in South Australia, contributing a record high A\$198 million into the state's economy in 2024-25, supporting 613 jobs.

There were 114 cruise and expedition ships to South Australia in 2024-25 with over 227,000 passengers and crew.

Our strengths = your opportunity



Adelaide named "the most beautiful city in the world"² and "Australia's coolest city"³



Kangaroo Island named Lonely Planet's #2 must-visit global destination for 2024⁴



A\$11 billion expenditure in the year ending December 2025⁵



40.3 million visitor nights the year ending December 2025⁵



Year-round conference seasons, world-class festivals and sporting and leisure events are driving record high room night occupancy rates to over 90%



2.2 million domestic overnight visitors staying in hotel/motel/resort accommodation with A\$2.1 billion spend in 2025. Average length of stay was 2.7 nights with average spend per night of A\$419⁵



71,500 total tourism jobs contribution to economic employment – representing 7.0% of South Australia's labour force⁶



Unique landscapes and diverse visitor experiences, from snorkelling with giant cuttlefish on the Eyre Peninsula, to the Flinders Ranges with 350 million years of geological history



Over 680 wineries and more than 340 cellar doors – with 200 of them within a one-hour drive of Adelaide's central business district

² Architectural Digest, 2024
³ The Wall Street Journal, 2023
⁴ The Guardian, October, 2023
⁵ Tourism Research Australia, Year ending December 2025
⁶ Tourism Research Australia, State Tourism Satellite Account, 2023-24



WOMA Adelaide, Adelaide
 Image courtesy of WOMA Adelaide Foundation

Sustainable economic growth

The Government of South Australia is committed to the growth of the state's tourism economy, with over A\$3.7 billion of tourism investment projects (year ending 2025) in the pipeline.⁷

The tourism industry is an important contributor to the state's economic activity, generating jobs and export dollars by attracting interstate and international visitors. With high visitation numbers, the industry is flourishing. The Government of South Australia is now committed to growing the state's visitor economy to A\$12.8 billion, with the creation of 4,400 new tourism jobs by 2030⁸.

And all the signs are pointing to this target being achieved.

Adelaide Airport's traffic volumes soared to new heights for the 2025 financial year. Adelaide Airport celebrated more than 8.7 million passengers travelling through the terminal, 2.1 per cent above the previous year. In the final quarter of the 2025 financial year, 1.7 million domestic passengers were welcomed through the airport, with demand strongest during the Easter period, Australian Football League Gather Round and Adelaide Fringe Festival.⁹

With the return in visitor numbers, there has been a noticeable change in spending with a strong rebound in spend across both international and domestic travellers. For domestic overnight visitors, who contribute to around a third in overall visitor numbers, their average daily spend in the twelve months to December 2025, was A\$254 compared with pre-pandemic average spend of A\$187 - December 2019.¹⁰

A major drawcard for our visitors includes year-round festivals, a jam-packed sporting and leisure events calendar and buzzing conference seasons.

Adelaide's accommodation sector remained strong in 2025. Consistently breaking monthly records throughout the year and hitting an all-time peak in November. This sustained growth was on the back of a diverse lineup of premier events, including major festivals, the AFL Gather Round, and international cricket.

December 17 and 18, 2025, recorded the strongest nights on record, with 10,870 and 10,890 room nights occupied respectively, driven by the Ashes. November stands out as the strongest month ever recorded for accommodation in Adelaide with on average 9682 rooms occupied each night and occupancy of 84%. The strength of the month came on the back of the Adelaide 500, the Metallica concert and 11 conferences with over 6,000 delegates.

Businesses are backing tourism

The number of tourism-related businesses are increasing, with average growth of 1.2 per cent each year between 2021 to 2025.¹¹

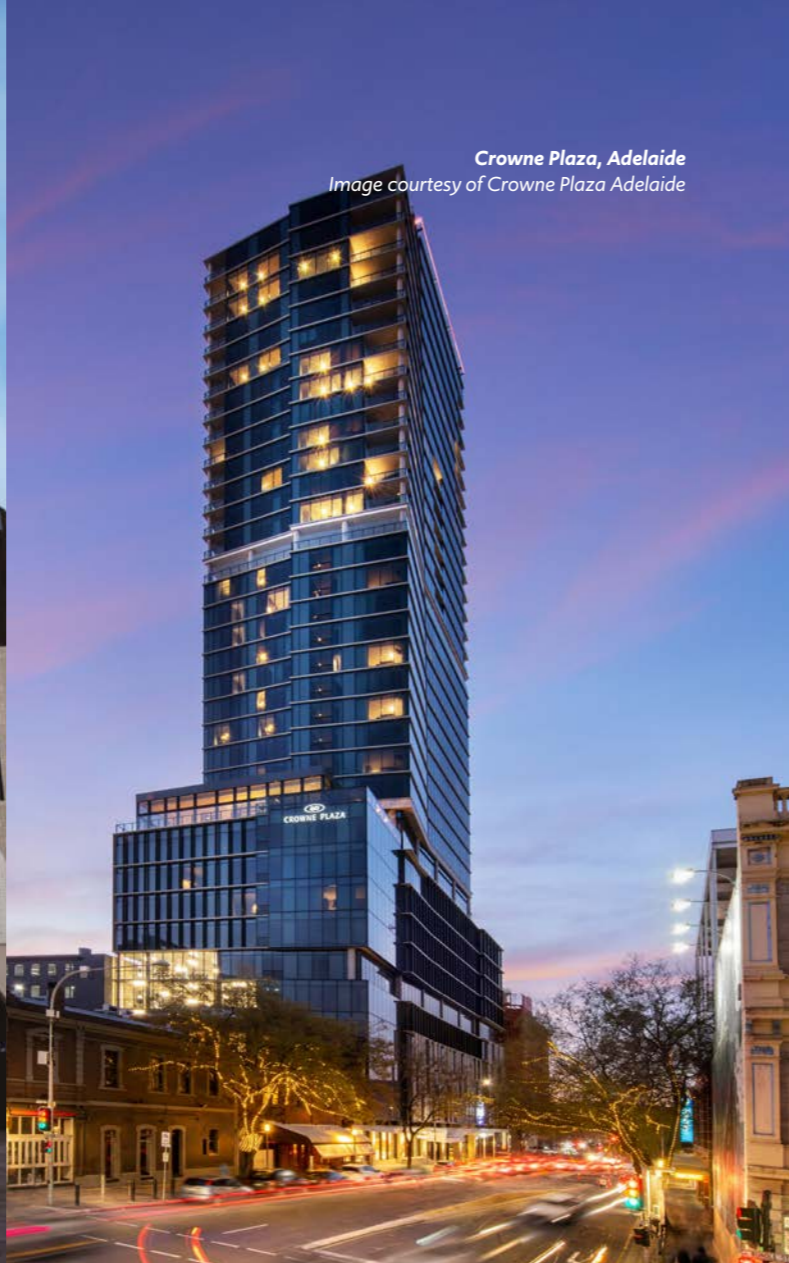
Australians love exploring their own backyard

South Australian tourism is strongly underpinned by domestic demand. Currently, Australian travellers are spending more, whether it be for a holiday, visiting friends and relatives, or for business¹⁰. Domestic travel supports regional tourism and smooths tourism seasonality.

⁷ Tourism Research Australia, Tourism Investment Monitor 2024-25
⁸ Tourism Plan 2023
⁹ Adelaide Airport Limited July 2024
¹⁰ Adelaide hotel occupancy ranks number one in Australia and New Zealand, Government of South Australia 2024
¹¹ Tourism Research Australia, Tourism Businesses in Australia 2024-25



EOS by SkyCity, Adelaide
Image courtesy of Megan Crabb



Crowne Plaza, Adelaide
Image courtesy of Crowne Plaza Adelaide

Adelaide is a city of opportunity that embraces innovation, creativity and growth.

There is a significant opportunity to invest in new high-demand experiences and premium accommodation infrastructure across South Australia.

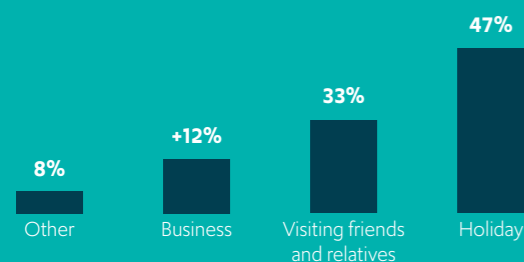
The growing number of world-class festivals, international sporting events and conference offerings in the Adelaide central business district and across South Australia, has led to a continued rise in accommodation demand.

Since 2020, Adelaide has welcomed 11 new hotels of the highest international standards in the city centre, with increasing investment from international hotel brands and occupancy rates well above sustainable levels. These new hotels offer a total of 2,565 additional rooms (2020 to 2025) in response to increased demand for quality leisure and business accommodation.

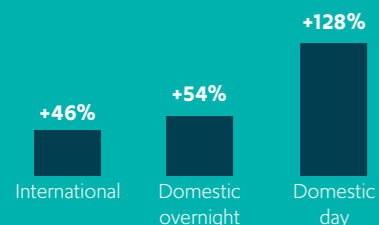
Accommodation demand is expected to rise further. A greater variety of accommodation options, including premium economy and four-star properties, is adding to Adelaide's appeal and supporting the state's growing visitor economy. Further opportunities exist for more hotel developments and the refurbishment of existing properties in key locations.

Reflecting the increasing demand for accommodation outside of the central business district, there are a number of hotel developments progressing in residential areas including Port Adelaide and Glenelg, providing investors with diverse opportunities. New or refreshed accommodation will be needed to support the growing skilled workforce and business leaders, particularly as South Australia's presence in defence, renewable energy, green economy, space, food manufacturing and other key sectors increases.

Growth of overnight domestic visitor expenditure for South Australia by purpose of visit (year ending Dec 2025)



South Australian tourism strongly underpinned by domestic demand (percentage change in visitor expenditure between year ending Dec 2019 to year ending Dec 2025)



Source: Tourism Research Australia

- Domestic expenditure in South Australia (i.e. day and overnight) reached A\$9.3 billion for year ending December 2025, an increase of 71% from December 2019
- Domestic day trip expenditure increased by 29% to A\$2.8 billion for year ending December 2025
- South Australian traveller expenditure was around 1.9 times larger than interstate visitor spend

Source: DoTS year end, December 2025

Metropolitan Hotels - Opened 2020 to 2025

Adelaide Marriott Hotel	285 rooms
Adelaide Oval Hotel	138 rooms
Crowne Plaza	320 rooms
EOS by SkyCity Hotel	120 rooms
Hotel Indigo	145 rooms
La Loft	88 rooms
Majestic Hotel	91 rooms
Sofitel Adelaide	251 rooms
Tom's Court Hotel	71 rooms
TRYP Hotel	120 rooms
Vibe Hotel	123 rooms
The George Glenelg	60 rooms

Metropolitan Hotels - Underway or Announced

- **A\$400 million** Market Square redevelopment, Adelaide Central Market featuring Treehouse Hotel with 248 rooms
- **A\$400 million** Keystone Tower, North Terrace with 240 rooms
- **A\$350 million** Hilton Hotel with 251 rooms
- **A\$130 million** Crystalbrook Sam with 206 rooms
- **A\$74 million** Little National Hotel on North Terrace with 214 rooms
- **A\$40 million** Amora Hotels and Resorts refurbishment, Victoria Square hotel (formerly Hilton Adelaide)
- **A\$60 million** Hotel Panorama with 77 rooms
- **A\$35 million** Quest II Port Adelaide with 90 rooms
- **A\$30 million** Veriu Adelaide with 129 with rooms



Adelaide Marriott Hotel, Adelaide

Adelaide offers accommodation investors opportunities to acquire and refurbish existing hotels or repurpose office buildings for tourism use.

Pelligra Group recently embarked on a major internal and external upgrade of an ageing office building on King William Street. Opening in 2026, **Veriu Adelaide** will become a 'landmark' mixed-use development in the city, featuring 111 serviced apartments, including a mix of studios, interconnecting studios and one-bedroom suites, conference facilities and a gym.



Accommodation growth

- A\$4.5 billion in domestic visitor spend on commercial accommodation in year ending December 2025¹²
- 76% average occupancy for Adelaide hotels in 2025, 61% in regional South Australia¹³
- South Australia's diverse landscape offers distinctive product offerings and significant investment potential, with expenditure in regional South Australia representing 37 cents in every tourism dollar spent in the state¹⁵
- Demand for regional accommodation reached an average occupancy rate of 61 per cent in 2025. The latest results for 2026 suggest that this will continue throughout 2026. Besides the steady occupancy rate, the average daily revenue per available room increased by 5 per cent, reaching A\$225 in 2025¹⁴
- For the year ending December 2025, regional visitor expenditure was A\$4.1 billion.¹⁵
- The Government of South Australia has directly supported regional tourism investment through its A\$154.2 million Business Growth Fund.

Source: SATC

Adelaide named "The most beautiful city in the world"¹⁴

¹² Tourism Research Australia, DoTS year end December 2025

¹³ CoStar Group, STR

¹⁴ Architectural Digest, 2024

A growing regional economy

Regional tourism is thriving, with South Australia's unique natural assets and experiences, high-quality fresh produce, and internationally recognised wine regions. South Australia's diverse landscape presents distinctive product offerings and significant investment potential, with expenditure in regional South Australia representing 37 cents in every tourism dollar spent in the state.¹⁵

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Opportunities exist for investors to develop iconic accommodation and experiences in regional South Australia, expand tourism offerings and leverage increased demand in the state's regions.

The Government of South Australia has directly supported regional tourism investment through its A\$122 million Business Growth Fund

Key objectives of the Business Growth Fund (Regional Tourism Infrastructure Development) included:

- developing or enhancing tourism infrastructure, or facilitating new private sector investment in building new accommodation in areas of need within regional South Australia
- supporting private projects that require infrastructure builds or upgrades to better provide a tourism experience, such as new attractions

Invest SA works with proponents to identify available State and Federal funding programs.

South Australian regional developments underway or announced

InterContinental Hotels & Resorts Lyndoch	Luxury hotel with 150 rooms, a premium signature 130 seat restaurant, pool, day spa and fitness centre. Forecast to open in 2028
Nexus Hotel Barossa	80 rooms, 270-degree views of the Barossa Valley
Stirling Golf Club – Mt Lofty Estate	56 units, 32 multi-bedroom apartments, 124 rooms
The Cliffs - Kangaroo Island	A world-class championship golf course, clubhouse, restaurants, pro shop and practice facilities are being built, along with proposed on-site accommodation in the stage 2 development
The Oscar at Seppeltsfield	71 balcony rooms and suites, fine dining restaurant, roof-top bar with 360-degree views
The Break Surf & Stay - Aldinga	A \$100 million world-class surf, wellness, boutique accommodation and hospitality precinct, centred around a surf lagoon that is powered by the latest Endless Surf technology



¹⁵ Tourism Research Australia, year end December 2025

The Cliffs Kangaroo Island Clubhouse render

Seppeltsfield Barossa – “Gold winner of the 2024 Qantas Australian Tourism Awards for Tourism Wineries, Distilleries & Breweries”¹⁶

¹⁶ 2024 Qantas Australian Tourism Awards for Tourism Wineries, Distilleries & Breweries

Seppeltsfield, Barossa Valley
Image courtesy of Seppeltsfield



Old Coach Road Estate – Gold winner of the 2024 Qantas Australian Tourism Awards for Self-contained Accommodation¹⁷

¹⁷ 2024 Qantas Australian Tourism Awards for Self-Contained Accommodation

Old Coach Road Estate, Fleurieu Peninsula
Image courtesy of Heidi Who Photos

Regional growth development

South Australia is famous for offering some of the world’s finest food and drink experiences, spearheaded by its globally renowned wines. Leading the way in experiential travel, South Australia’s stunning landscape is perfect for off-grid cabins, eco-pods, and luxury stays that blend sustainable and cultural leisure pursuits.

Exceptional food and drink experiences

Adelaide is recognised as one of the world’s Great Wine Capitals with 18 picturesque wine regions on its doorstep, that include the **Adelaide Hills, McLaren Vale, Coonawarra,** and the **Barossa Valley**¹⁸. South Australia boasts over 680 wineries and produces 80 per cent of Australia’s premium wines. There are more than 340 cellar door experiences and 200 of those are within a one-hour drive of Adelaide.

The one-of-a-kind **d’Arenberg** Cube cellar door, situated within the d’Arenberg vineyards in McLaren Vale, is a five-storey Rubik’s cube-like design, inspired by the puzzle that is wine-making. It houses a museum, restaurant, exhibition space and a tasting room featuring award-winning wines.

Seppeltsfield, an iconic Barossa Valley winery, is home to the longest lineage of single vintage wines anywhere in the world and offers the rare opportunity to sample Para Vintage Tawny from your birth year, straight out of the barrel.

Immersive nature and wildlife experiences

We are now in a period recognised by Tourism Australia as the “Great Reconnect.” As travellers actively search for new nature-based and adventure experiences, South Australia provides one of the most untouched wilderness destinations that meet the needs and motivations of these explorers.

South Australia is the only place in Australia, and one of the few worldwide, where you can cage dive with great white sharks. The **Eyre Peninsula** is the only place in the world where giant cuttlefish consistently gather in large numbers each year, and one of just three locations globally where you can snorkel or dive with these extraordinary creatures.

Located only 20 minutes from the Adelaide central business district, **Cleland Wildlife Park** is one of the few places in Australia where you can hold a koala and walk amongst native wildlife in their natural habitat. Covering over 35 hectares, Cleland Wildlife Park provides a range of opportunities to get up-close to some of South Australia’s most iconic wildlife.

The Flinders Ranges are a range of mountains stretching 400 kilometres in length, and is the only place where 350 million years of near-continuous geological sequence can be seen. Wilpena Pound is the jewel in the crown at the heart of the Flinders Ranges, a remarkable natural bowl-shaped amphitheatre that is 17 kilometres long and eight kilometres wide. Travellers can explore the ancient ranges in many ways, from walking along the Heysen Trail, taking a helicopter flight, or driving along the Aboriginal Dreaming Trail.

South Australia welcomes investment opportunities that broaden the range of experiences for tourists at these exclusive locations.

Recent international and national award winners:

- 2026 La Liste World’s Best Restaurants Restaurant awards
 - 93% Restaurant Botanic
 - 83.5% Penfold’s Magill Estate
 - 80% Hentley Farm
- 2025 Condé Nast Traveler - The best places to eat - Clare Valley
- 2025 Max Score - Chef Hat Awards - Restaurant Botanic Australian Good Food Guide
- 2025 World Cheese Awards Gold medal -Woodside Cheese Wrights - Florence cheese - Adelaide Hills
- 2024 & 2025 HM Awards for Hotel & Accommodation Excellence Hotel Chef of the Year - Luma Restaurant & Bar - Adelaide
- 2024 Gold winner - Qantas Australian Tourism Awards for Self-contained Accommodation - Old Coach Road Estate
- 2024 Gold winner - Qantas Australian Tourism Awards for Tourism Wineries, Distilleries & Breweries - Seppeltsfield Barossa
- 2023-2024 Best Culinary Experience Hotel in the World Watervale Hotel - Clare Valley
- 2024 #1 Luxury Hotel in Australia & South Pacific & 2023-2024 #1 Small Hotel Award in Australia & South Pacific - Mount Lofty House (Adelaide Hills)

¹⁸ Great Wine Capitals, Global Network, 2016

Iconic bucket-list attractions are increasing the length of visitor stays and demand for quality accommodation.

The Cliffs Kangaroo Island, Penneshaw Pub & Seafront assets

In 2026, The Cliffs Kangaroo Island will deliver one of the world's ultimate golfing destinations. This development, currently under construction, will include a world-class championship golf course, clubhouse, restaurants, pro shop and practice facilities along with purpose-built, on-site accommodation. The Cliffs Kangaroo Island is expected to draw upwards of 40,000 tourists from across the globe in its first year.

Set against a stunning coastline, mesmerising natural wonders and abundant wildlife, this investment complements Kangaroo Island's nature-based tourism experiences. Visitors can walk amongst the sea lion colony at Seal Bay; hike among the gigantic boulders at Remarkable Rocks, and explore Flinders Chase National Park, known for its dense bushland, soaring cliffs, untouched white-sand beaches and abundant native wildlife.

Monarto Safari Park

Located within an hour's drive of Adelaide, Monarto Safari Resort, which opened in 2025, is nestled within the Monarto Safari Park and Wild Africa precincts, in the heart of the picturesque Murraylands.

This new multi-million-dollar resort is perfectly suited for families, couples, adventure seekers, and those wanting to unwind while surrounded by stunning wildlife. Guests will be able to view southern white rhinoceros, cheetah, hippopotamus, zebra, giraffe, antelope, and ostrich as they gather around waterholes and roam the grasslands. See native and exotic animals within metres of the resort and experience some of the world's most iconic endangered species.

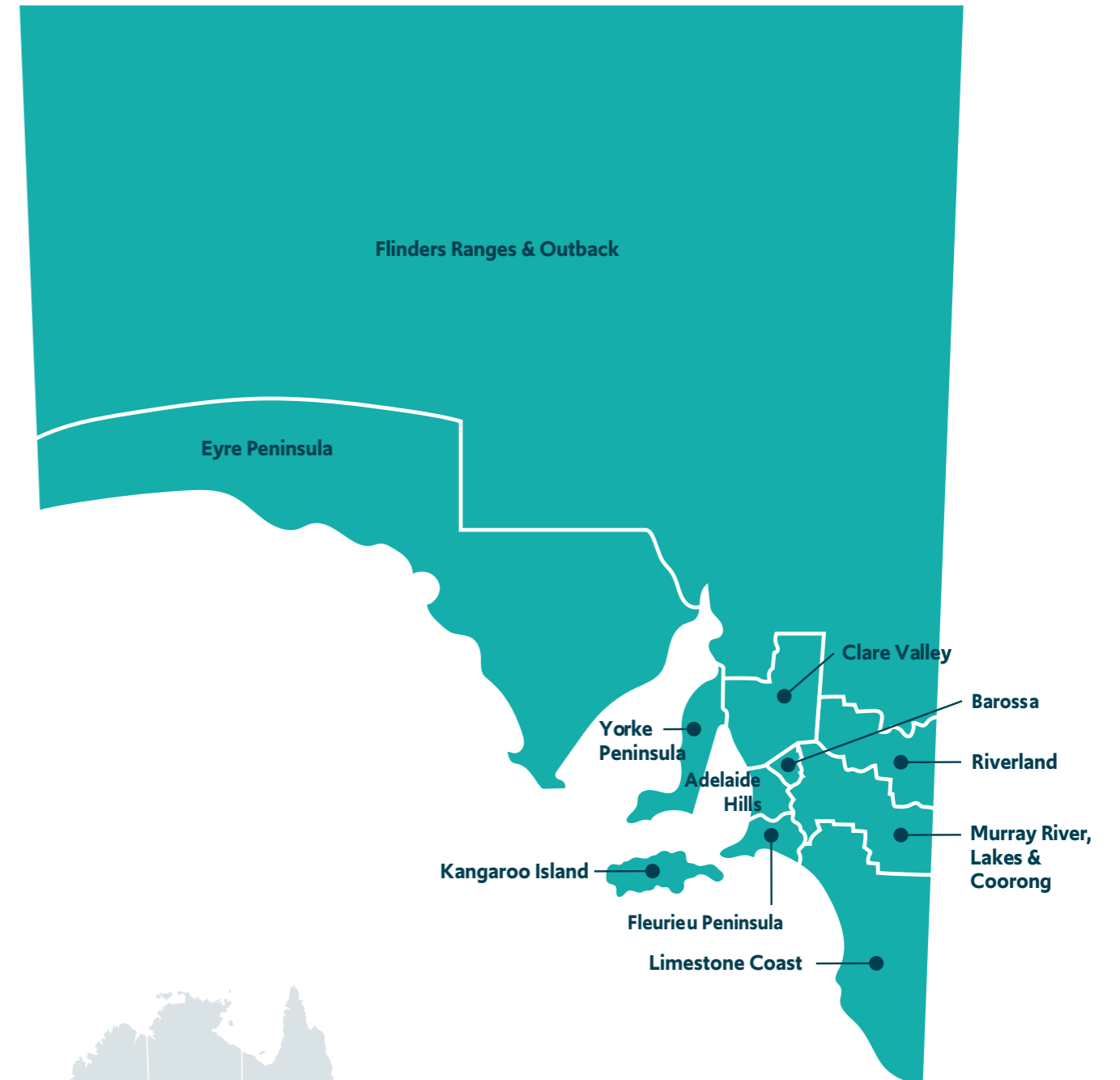
With 78 spacious, beautifully designed rooms and suites, and 20 safari tents, Monarto caters to those seeking an escape from the everyday. The resort features a world-class spa with treatment rooms, a thermal plunge pool, an ice bath, and a sauna, as well as conference, function, and restaurant spaces, two swimming pools, and 20 luxury tents in the Safari Lodge.

Shell V Power Motorsport Park at The Bend

Just 80 minutes from Adelaide, this A\$150+ million precinct offers further proof that regional South Australia is ideal for first-class tourism infrastructure and accommodation investment. Attracting an additional 339,000 visitors to the region annually since opening in 2018, the Shell V-Power Motorsport Park at The Bend includes a 7.77-kilometre drag racing circuit - one of the world's longest permanent circuits, second only to Nürburgring in Germany - as well as on-site accommodation through the 100-room Rydges Pit Lane Hotel and the BIG4 The Bend Holiday Park.

The international, award-winning motorsport facility hosts an array of events each year, including the Australian Superbike Championship, the Airtouch 500 Supercars endurance race and the Bend Classic car music festival.

Regions of South Australia



Monarto Safari Resort - Safari Tent
Image courtesy of Eco Structures Australia



Shell V-Power Motorsport Park at The Bend,
Murray River, Lakes & Coorong
Image courtesy of Josh Geelen

South Australian tourism destinations

South Australia's tourism industry is built on its standing as a premier global destination, renowned for its one-of-a-kind experiences. Kangaroo Island draws visitors with its dramatic coastline and rich wildlife, while the Barossa Valley is home to some of Australia's oldest and most celebrated wine estates. Port Lincoln offers the rare thrill of cage diving with great white sharks, one of only a handful of places in the world where this is possible. Together, these regions have the capacity to welcome growing numbers of visitors and represent compelling opportunities for future investment.



Restaurant Botanic, Adelaide
Image courtesy of Jonathan van der Knaap

Mount Lofty House, Adelaide Hills

Whistler Wines, Barossa Valley

Watervale Hotel, Clare Valley

Adelaide

Surrounded by lush parklands, Adelaide is well-known for its food and wine culture, an exciting range of quality alfresco restaurants and bars, world-class festivals and events, and a thriving arts scene.

Key attractions:

- Restaurant Botanic – multi-award-winning restaurant in a heritage rotunda with a fresh contemporary interior, spectacular garden and pond view
- Adelaide Festival – internationally recognised as Australia's pre-eminent arts festival
- Adelaide Botanic Gardens – an oasis in the heart of the city spanning 50 hectares
- Adelaide Oval – described as one of the most picturesque sporting grounds in the world
- Penfolds Magill Estate – one of the world's few urban vineyards
- Adelaide Zoo – see the Southern Hemisphere's only breeding pair of Giant Pandas.

Average visits: domestic day 4.7 million; domestic overnight 3.9 million; international overnight 402,000(December 2025)¹⁹

Adelaide Hills

Distance from Adelaide central business district:

31 kilometres. The Adelaide Hills are famous for cool-climate wines, rolling vineyards, natural bushland and fresh produce.

Key attractions:

- Mount Lofty House - winner of numerous hotel industry awards across multiple categories including Food & Wine
- Woodside Cheese Wrights – winner of several international gold awards²⁰
- Lot 100 Restaurant, Adelaide Hills Distillery – makers of the international award winning '78 Degrees' Gin
- Cleland Wildlife Park, National Motor Museum, Mount Lofty Summit, Beerenberg Farm, and the German town of Hahndorf.

Average visits: domestic day 1.3 million; domestic overnight 267,000; international overnight 14,000 (December 2025)¹⁹



Barossa Valley

Distance from the Adelaide central business district:

75.0 kilometres. Over 80 cellar doors offering some of the most awarded wines in the world and some of Australia's internationally acclaimed culinary experiences.

Key attractions:

- Daily hot air balloon flights over some of the oldest vines in the world, home to iconic cellar doors including Henschke, Rockford Wines, Seppeltsfield, and Jacob's Creek.

Average visits: domestic day 1 million; domestic overnight 363,000; international overnight 8,000²²

Clare Valley

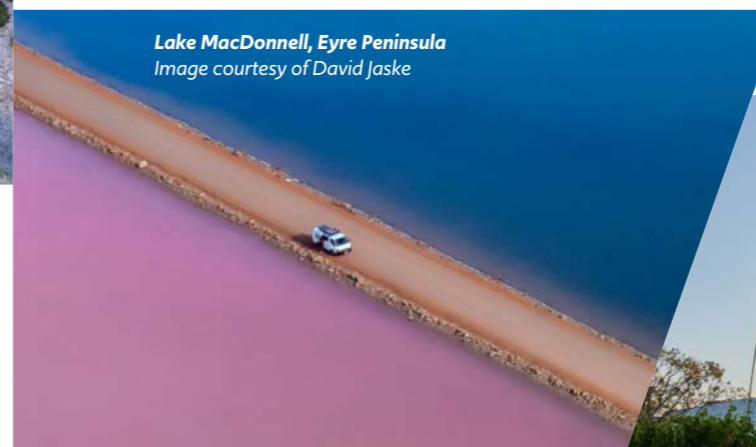
Distance from the Adelaide central business district:

142 kilometres. The region offers more than 50 cellar doors located between Auburn and Clare, along a 40-kilometre bicycle corridor. It is known for its signature wine, Riesling. **The Clare Valley region was named the world's top food destination for 2025 by Condé Nast Traveler's *The best places to eat in 2025*.**

Key attractions:

- Watervale Hotel - named the Best Culinary Experience Hotel in the world for 2023-2024²⁰, walk or cycling the Riesling Trail, explore historic Mintaro and Martindale Hall, sample Taylors Estate's 2020 Shiraz – crowned the best wine in the world.²³

Average visits: domestic day 197,000; domestic overnight 178,000; international overnight 5,000¹⁹



Lake MacDonnell, Eyre Peninsula
Image courtesy of David Jaske

Eyre Peninsula

Distance from the Adelaide central business district:

636 kilometres. Boasts world-renowned seafood, luxury accommodation and abundant wildlife.

Key attractions:

- Sampling the fresh and famous Coffin Bay oysters, rare opportunities to snorkel with protected giant cuttlefish and cage dive with great white sharks, swim with sea lions, Lake MacDonnell – the Instagrammable pink Salt Lake, spectacular viewing experience of the Southern Right Whale at Fowlers Bay.

Average visits: domestic day 349,000; domestic overnight 502,000; international overnight 14,000²¹



d'Arenberg Cube, Fleurieu Peninsula

Fleurieu Peninsula

Distance from the Adelaide central business district:

87 kilometres. Some of South Australia's finest coastal, scenic and culinary experiences, discovering charming towns including McLaren Vale.

Key attractions:

- Old Coach Road Estate – Gold winner of the 2024 Qantas Australian Tourism Awards for Self-contained Accommodation²⁴
- d'Arenberg Cube, Rubik's cube inspired cellar door with world-renowned wine and gastronomic experiences. Gold winner Best Tourist Attraction 2024.²⁵
- Naiko Retreat – 2024 SA Tourism Awards Hall of Fame winner.²⁶

Average visits: domestic day 1.6 million; domestic overnight 1.1 million; international overnight 25,000²¹

¹⁹ Tourism Research Australia

²⁰ 2024 World Championship Cheese Contest

²¹ Tourism Research Australia, year end December 2025

²² Luxlife Magazine's Travel and Tourism Awards, 2023-2024

²³ VINUS International Wine & Spirits competition, International Champion 2022

²⁴ 2024 Qantas Australian Tourism Awards for Self-Contained Accommodation

²⁵ South Australian Tourism Awards

²⁶ TICSA, 2023



Wilpena Pound, Flinders Ranges & Outback
Image courtesy of Michael Waterhouse Photography



Seal Bay Conservation Park, Kangaroo Island

Flinders Ranges & Outback

Distance from the Adelaide central business district: 428 kilometres. Rugged 540-million-year landscape surrounded by ancient mountain ranges, spectacular gorges and sheltered creeks.

Key attractions:

- Wilpena Pound in the heart of the north Flinders Ranges offering a remarkable natural bowl-like amphitheatre, 4WD tours, waterholes and rare wildlife and plants
- Nilpena Ediacara National Park – world’s oldest fossil site and listed on Australia’s National Heritage List, ancient Aboriginal cave paintings and St Mary Peak – the tallest mountain in the Flinders.

Average visits: domestic day 432,000; domestic overnight 675,000; international overnight 20,000²⁷

Kangaroo Island

Distance from the Adelaide central business district: 210 kilometres. Kangaroo Island named Lonely Planet’s #2 must-visit global destination for 2024²⁸. Offering one of the world’s most pristine wilderness destinations with a raw and rugged coastline, impeccably clear waters, natural wonders and wildlife, mouth-watering food and wine, or visit the Kangaroo Island Spirits’ distillery and sample one of the best gins in the world.²⁹

Key attractions:

- Seal Bay Conservation Park – Australia’s third largest sea lion colony, Flinders Chase National Park
- Remarkable Rocks, Admirals Arch, swim with wild dolphins
- The Enchanted Fig Tree gastronomic dining experience – nestled within a 120-year-old fig tree.

Average visits: domestic day 45,000; domestic overnight 85,000; international overnight 20,000²⁷

Limestone Coast

Distance from the Adelaide central business district: 306 kilometres. Home to some of South Australia’s most spectacular natural wonders, cellar doors, restaurants and fresh produce.

Key attractions:

- Mount Gambier’s landmark attraction – the ever-changing Blue Lake situated within a dormant volcanic crater
- Umpherston Sinkhole, Naracoorte Caves National Park – South Australia’s only UNESCO World Heritage site
- Coonawarra wine region – producing some of the world’s best Cabernet, unspoilt seaside towns of Robe and Kingston, and dine on succulent Southern Rock Lobster.

Average visits: domestic day 681,000; domestic overnight 717,000; international overnight 32,000²⁷



Naracoorte Caves National Park, Limestone Coast



**River Murray International Dark Sky Reserve
Murray River, Lakes & Coorong**

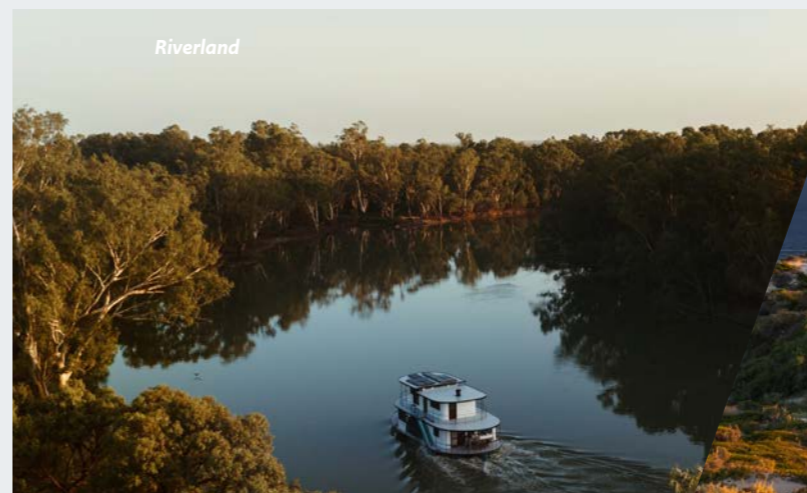
Murray River, Lakes & Coorong

Distance from the Adelaide central business district: 638 kilometres. The Murray River, one of the world’s longest navigable rivers, embodies natural beauty and boasts a wealth of native produce, breathtaking scenery and Australian wildlife.

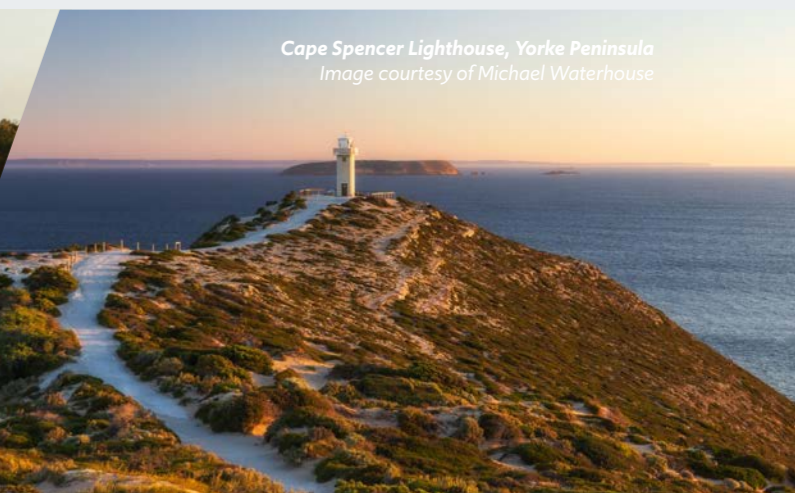
Key attractions:

- Australia’s only International Dark Sky Reserve
- Monarto Safari Park – the largest open-range safari experience outside Africa
- Shell V Power Motorsport Park at The Bend
- Cruise aboard the Murray Princess - the Southern Hemisphere’s largest inland paddle-wheeler
- Stay at the award-winning Bridgeport Hotel overlooking the Murray River.³⁰

Average visits: domestic day 754,000; domestic overnight 606,000; international overnight 7,000³¹



Riverland



Cape Spencer Lighthouse, Yorke Peninsula
Image courtesy of Michael Waterhouse

Riverland

Distance from the Adelaide central business district: 174 kilometres. Accommodation ranging from five-star luxury and off-grid cabins nestled in nature, to floating downstream on a houseboat, as well as camping and caravan sites.

Key attractions:

- Houseboating on the Murray River, water-based activities, local produce, native bird life.

Average visits: domestic day 329,000; domestic overnight 476,000; international overnight 6,000³⁰

Yorke Peninsula

Distance from the Adelaide central business district: 183 kilometres. Destination for outdoor enthusiasts and adventure seekers with fishing, boating, surfing, swimming, camping, bushwalking and wildlife experiences, along 700 kilometres of pristine coastline.

Key attractions:

- Dhilba Guuranda-Innes National Park
- Cape Spencer Lighthouse, book a deep-sea fishing charter and experience some of the most sensational deep, off-shore reef and blue water game fishing
- Explore the rich mining heritage of the Copper Coast towns of Kadina, Wallaroo and Moonta.

Average visits: domestic day 758,000; domestic overnight 804,000; international overnight 9,000³¹

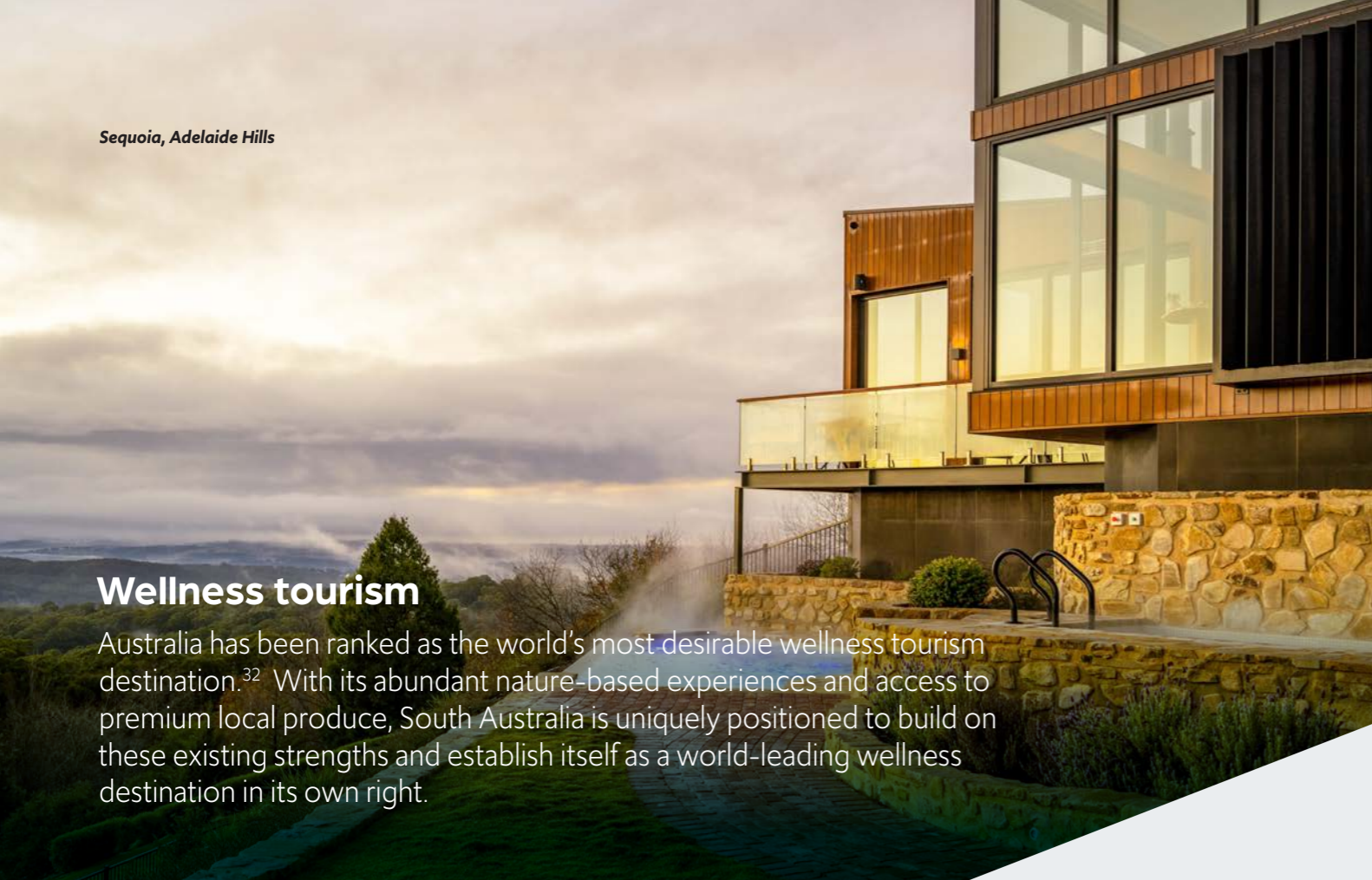
²⁷ Tourism Research Australia

²⁸ Lonely Planet’s Top Regions Hotlist 2024

²⁹ International Wine & Spirits Competition, Gold Outstanding medal winner

³⁰ SA Tourism Awards, 2023, Silver award

³¹ Tourism Research Australia



Wellness tourism

Australia has been ranked as the world's most desirable wellness tourism destination.³² With its abundant nature-based experiences and access to premium local produce, South Australia is uniquely positioned to build on these existing strengths and establish itself as a world-leading wellness destination in its own right.

Across the world, an increasing number of tourists are being drawn to holidays that have a focus on health and wellness. Australia was ranked 14th in the world as a wellness tourism destination in 2019. For South Australia, the 16,400 international wellness travellers visiting the state accounted for 7 per cent of the national total.³³

A growth in luxury accommodation properties, with dedicated wellness facilities, are due to open in the coming years, including Oscar Seppeltsfield (Barossa).

Luxury hotel brand Eos by SkyCity, in the heart of the Adelaide central business district, offers a dedicated spa and wellness centre, recognised as Adelaide's most exclusive day spa. These properties will act as core demand-driving products, positioning South Australia as a world-leading wellness tourism destination.

³² Australian Leisure Management, Global Wellness Institute (GWI) Wellness Survey 2025

³³ Wellness Tourism Factsheet produced in 2021, SATC

Best Luxury Lodge Australia

Connecting nature and indulgence, and located amid world-class food and wine, the Adelaide Hills is the perfect destination for a curated wellness tourism experience.

Award-winning Sequoia Lodge's 30-acre nature setting is nestled between the Adelaide Hills Botanic Gardens and acres of national park with three thermal hot pools and an industry acclaimed day spa.

Traversing the picturesque Adelaide Hills, encompassing native bushland, vineyards, rich farmland and historic towns, is the 1,200-kilometre Heysen Trail, one of Australia's premium walking experiences. Sequoia Lodge's visitors can enjoy scenic and tranquil nature walks along the Heysen Trail between vineyard-based yoga classes and premium local produce.

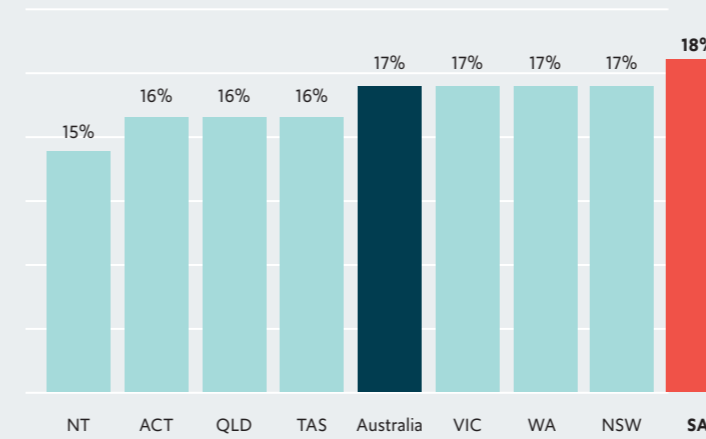
This region provides a great opportunity to capitalise on existing infrastructure, with working agricultural (food and wine) landscapes, historic settlements, abundant wildlife and an unspoilt environment to grow this thriving wellness tourism industry.

Australia's most cost competitive city

South Australia's competitive business environment supports commercial success and the scaling of operations.

South Australia offers a suitably skilled and scalable workforce with competitive labour costs and high staff retention rates, which are unique to the Australian workforce. Adelaide development costs are one of the lowest in mainland Australia.

% of employed persons with their current employer for 3+ years



Source: ABS - Job Mobility - Table 1.2 - Labour mobility, retrenchments and duration of employment by state and territory February 2025, released July 2025

Domestic industrial construction costs (AUD/square metre)



Source: Napier and Blakely Data Cards July 2025, released August 2025
Up to 10m high warehouse - medium standard, precast walls, sprinklers (over 3,000 sqm)

Fitout to 5 star hotel (\$ expenditure per room)



Source: Napier and Blakely Data Cards July 2025, released October 2025

Upcoming investment in this growing sector includes the following developments in South Australia:

Oscar Seppeltsfield Hotel is a luxurious six-star hotel located in the Barossa Valley, South Australia. 71 rooms, On-site fine-dining restaurant, fully-equipped fitness studio and Top-floor sky bar with panoramic views of the Barossa Valley.

InterContinental Barossa Resort & Spa is a luxurious project planned for the Barossa Valley near Lyndoch. This AUD\$100 million development will feature 150 rooms, including suites with vineyard views, a premium restaurant, function facilities, a wellness spa, a pool, and a gym.



Sequoia, Adelaide Hills

Skills and workforce development

Skills SA

Approximately 309,655 South Australians undertook vocational education and training (VET) in 2024, at registered training organisations, community-based and enterprise providers, and in schools.

The largest training provider is the publicly owned TAFE SA, which has a presence in metropolitan, regional, and remote communities, giving it the reach to support local industries and ensure regional employers can access trained workers.

There are close to 22,400 apprentices and trainees in SA, with the majority (more than 16,000) in trade apprenticeships.

Under the National Skills Agreement, South Australia has partnered with the Australian Government to deliver a \$2.3 billion boost in investment in the VET system to 2029.

This agreement will deliver a more reliable, better-trained workforce and skilled worker pipeline for priority industries such as mining, engineering, construction, health, community services, electrotechnology, early childhood education, and tourism.

Skills SA, part of the Department for State Development, works in partnership with learners, businesses, peak and representative groups and the community to:

- increase skill levels so that more people have job and career opportunities
- enable a quality, accessible and relevant training ecosystem
- respond to current and emerging skills needs
- deliver timely services and supports for our customers, clients and partners
- promote VET pathways and make it easier to navigate the options available through VET.

skills.sa.gov.au

Skilled and business migration

Alongside the pipeline of skilled workers, Skilled and Business Migration (SBM) can assist organisations to establish and grow in South Australia through a range of skilled visa pathways, including employer-sponsored options, such as the Designated Area Migration Agreement (DAMA), and other migration streams.

Businesses can also draw on South Australia's own onshore talent pool and, where appropriate, complement their workforce strategy by:

- Engaging offshore talent with specialised skills unavailable domestically
- Identifying an existing pool of experienced international talent currently located in South Australia
- Pathways for highly qualified international graduates
- State nomination for internationally recognised individuals to receive priority processing under the National Innovation Visa.

migration.sa.gov.au



Hospitality and tourism industry providers

A diverse range of accredited providers support South Australia's thriving hospitality and tourism workforce, and industry investment. In 2024, almost 6,000 international students were enrolled in food/hospitality/tourism courses. These enrolments signify a substantial pipeline of students providing multi-cultural and diverse language work-force capabilities.



11kms from CBD

Offers vocational, undergraduate and postgraduate programs in partnership with the TAFE SA Regency International Centre for Tourism, Hospitality and Food Studies and the Adelaide University. Programs designed with input from industry.



Adelaide central business district

The Bachelor of Business (Tourism, Event and Hospitality Management) is recognised globally; accredited by both AACSB International and EFMD (EQUIS) – the world's leading accreditation bodies.



Adelaide central business district

Three-year degree in Bachelor of Tourism, Hospitality and Events Management with a strong focus on business and management skills.



Adelaide central business district

With 30+ years of success, ICHM is one of the world's leading Hospitality in Business schools with its long-established Bachelor of Business (Hospitality Management) and Master of International Hotel Management.



Adelaide central business district

One of the largest and longest running private training providers in Australia.

South Australia – Tourism investment



Advantage Adelaide

Adelaide offers a unique combination of innovation, accessibility and ease of doing business, which provides a compelling competitive advantage for investors and businesses.

Consistently recognised among the world’s most liveable cities³⁴, South Australia’s capital, Adelaide, blends business dynamism with an enviable quality of life. It is a city where professionals, technical specialists and entrepreneurs can build globally significant enterprises while enjoying affordability, safety³⁵ and balance.

South Australia’s stable policy settings, agile regulatory environment and collaborative culture enable companies to establish, scale and operate with confidence. Our *Innovation Places* including Lot Fourteen, Tonsley Innovation District and Adelaide BioMed City bring together industry, government and research in tightly connected ecosystems that accelerate commercial outcomes.

Adelaide’s compact central business district means decision-makers are a short distance from partners, regulators, talent, and infrastructure. With no toll roads, minimal commute times and lower operating costs than Australia’s eastern capitals, companies benefit from both financial and productivity advantages.

Adelaide is not just a place to do business. It is a place where businesses and people thrive.

³⁴ Global Liveability Index, 2025
³⁵ Numbeo Safety Index 2025

Image courtesy of Brand South Australia

- Ranked Australia’s top performing economy³⁶
- The state’s largest university ranks within the top 100 worldwide³⁷
- Zero payroll tax on wages under A\$1.5 million
- Efficient public transport and no toll roads

³⁶ Australian Bureau of Statistics, State Final Demand (SFD), Q4 2025
³⁷ QS World University Rankings 2026: Top Global Universities

South Australia The Festival State

Each year, Events South Australia, a division of the South Australian Tourism Commission, sponsors and manages a variety of major, regional, and community events and festivals, alongside high-profile one-off events to maintain a balanced calendar throughout the year.

The events calendar features national and international cultural and arts gatherings like WOMADelaide, Illuminate Adelaide, Adelaide Fringe, Tasting Australia, Adelaide Cabaret Festival, the Adelaide Festival, and OzAsia Festival. South Australia also hosts globally acclaimed sporting events including cycling's Tour Down Under, the bp Adelaide Grand Final car race, Adelaide Motorsport Festival and the Adelaide Rally.

The festival season attracts tens of thousands of people from interstate to South Australia.

2025 Adelaide Fringe Festival

- 1,066,515 tickets sold, marking a record-breaking year for the festival
- \$144.2 million in new money to South Australia
- Over 16,000 jobs created or supported
- Average tourist spend was \$4,825

2027 Events Calendar

January	SANTOS Tour Down Under APT/ WTA – Adelaide International Tennis Tournament
February / March	Adelaide Fringe Festival
March	WOMADelaide Adelaide Festival
April	Australia Football League – Gather Round (TBC)
May	Tasting Australia
June	Adelaide Cabaret Festival
July	Illuminate Adelaide
October / November	OzAsia Festival
November	MotoGP – Australian Motorcycle Grand Prix Supercars bp Adelaide Grand Final



Chateau Tanunda, Barossa



Adelaide Festival, Adelaide



Rawnley Park Station, Flinders Ranges & Outback



Let's talk

Please contact Invest SA or the South Australian Tourism Commission

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invest.sa.gov.au

