

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | CLARE VALLEY

CLARE VALLEY

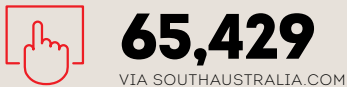
Building off the region's strong self-drive visitor market, the focus for the Clare Valley is to encourage high spending interstate and international visitors to stay overnight in the region. Developing sustainable and commissionable nature-based, heritage, wellness and epicurean visitor experiences and additional quality accommodation will be key. For more details refer to 2025 RVS at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



NO ACTIVE PORT

EMPLOYMENT



600
DIRECT JOBS

300
INDIRECT JOBS

1 IN 10[†]
DIRECT JOBS SUPPORTED BY TOURISM

200
TOURISM BUSINESSES

2022 ACTUAL

\$152M*

2025 TARGET



\$132M

PERCENTAGE OF 2025 TARGET MET



115%

SATC EXPERIENCE NATURE TOURISM FUND



0[†]
SUCCESSFUL PROJECTS

\$0
FUNDING AMOUNT

\$0
TOTAL PROJECT VALUE

REGIONAL EVENTS



750[^]
NUMBER OF EVENTS

4
SATC FUNDED EVENTS

ACCOMMODATION



735
TOTAL ROOMS ATDW LISTED

65%[~]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Clare Valley Gourmet returned in 2022 including a new dedicated event website and further developed their product and experience offerings. An approximate attendance of over 19,000 across paid and free events, over the 10-day program was achieved.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, SINCLUDING EXPEDITIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ~ON AVERAGE. **ROUNDED.