

# RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | MURRAY RIVER, LAKES & COORONG

## REGIONAL PRIORITY

The region's priorities are to grow visitor spend from intrastate day trips as well as increase overnight visits from interstate, intrastate and a small international base. As the region is predominantly a self-drive visitor market, leveraging existing touring routes and promoting and developing events and tourism experiences that reflect the region's uniqueness will be key. For more details refer to 2025 RVS at [tourism.sa.gov.au](http://tourism.sa.gov.au)



ATDW LEADS TO BUSINESSES

**86,174**

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

**574K**



NIGHTS

**1M**



OVERNIGHT

**391K**



NEW PRODUCTS/EXPERIENCES

**1**



NEW TOURISM SIGNS

**42**

## EMPLOYMENT



**1,500**  
DIRECT  
JOBS

**500**  
INDIRECT  
JOBS

**1 IN 11**  
JOBS SUPPORTED  
BY TOURISM

**300**  
TOURISM  
BUSINESSES

## 2025 TARGET

## 2021 ACTUAL

**\$196M**

**\$211M**

## SATC GREAT STATE VOUCHERS (1-6)



**47**

NUMBER OF TOURISM  
BUSINESSES

**3,100**

NUMBER OF  
BOOKINGS

## SATC TOURISM INDUSTRY DEVELOPMENT FUND



**4**

SUCCESSFUL  
PROJECTS

**\$738,991**

FUNDING  
AMOUNT

**\$2,542,653**

TOTAL PROJECT  
VALUE

## REGIONAL EVENTS



**21<sup>+</sup>**  
NUMBER OF  
EVENTS

**1**

EVENT  
CANCELLED

**NO FUNDING PAID**  
SATC  
FUNDING

## ACCOMMODATION



**126**  
NEW  
ROOMS

**6**  
REFURBISHED  
ROOMS

**1,172**  
TOTAL  
ROOMS

**58%\*\***  
OCCUPANCY

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2021, STR GLOBAL YEAR END DECEMBER 2021, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2021\*, AUSTRALIAN BUREAU OF STATISTICS \* DATA CAPTURED FOR YEAR END JUNE 2020. † EVENTS ON AVERAGE OVER 12 MONTH PERIOD \*\* ON AVERAGE



SOUTH AUSTRALIAN  
**REGIONAL**  
VISITOR STRATEGY