

RVS PROGRESS SNAPSHOT

1 JAN- 30 JUN 2021

ADELAIDE HILLS

REGIONAL PRIORITY

Adelaide Hills' priority is to build a resilient and sustainable industry that capitalises on its proximity to Adelaide. The region aims to convert more visitors to stay overnight, encourage day trippers to linger longer, spend more and grow repeat visitation. Of key importance is understanding and meeting changing visitor needs via regional experiences, events and strong marketing in a post-bushfire and pandemic environment. For more details refer to 2025 RVS at tourism.sa.gov.au



ATDW LEADS TO BUSINESSES

114,562

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

1.15M



NIGHTS

419K



OVERNIGHT

134K



NEW PRODUCTS/EXPERIENCES

15



NEW TOURISM SIGNS

26

EMPLOYMENT



1,400
DIRECT
JOBS

400
INDIRECT
JOBS

1 IN 17
JOBS SUPPORTED
BY TOURISM

800
TOURISM
BUSINESSES

2025 TARGET

2021 ACTUAL

\$245M

\$124M

SATC GREAT STATE VOUCHERS (1-4)



47

NUMBER OF TOURISM
BUSINESSES

7,575

NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



6

SUCCESSFUL
PROJECTS

\$1,410,552

FUNDING
AMOUNT

\$7,238,420

TOTAL PROJECT
VALUE

REGIONAL EVENTS



23⁺

NUMBER OF
EVENTS

4

FUNDED
EVENTS

\$60,000

SATC
FUNDING

ACCOMMODATION



22

NEW
ROOMS

0

REFURBISHED
ROOMS

563

TOTAL
ROOMS

59%^{}**

OCCUPANCY

SOURCES: NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA MARCH 2021, STR GLOBAL, AUSTRALIAN TOURISM DATA WAREHOUSE, AUSTRALIAN BUREAU OF STATISTICS * DATA CAPTURED FOR 'VISITS', 'NIGHTS', AND 'EXPENDITURE' IS YOY MARCH 2020 / MARCH 2021 † EVENTS ON AVERAGE OVER 6 MONTH PERIOD** ON AVERAGE



SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY