

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | LIMESTONE COAST

LIMESTONE COAST

The priority for the Limestone Coast is to increase overnight visitor volumes from international and domestic markets and convert some existing day-trippers to linger longer and stay overnight. Being a predominantly self-drive visitor market, leveraging existing touring routes and promoting and developing hero tourism experiences and events that reflect the region's uniqueness 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



EMPLOYMENT



2022 ACTUAL

\$441M*

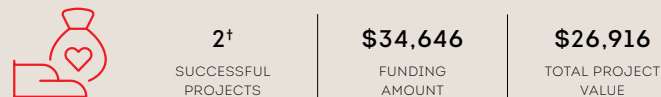
2025 TARGET



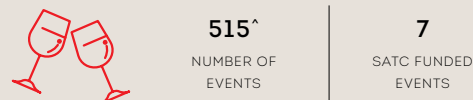
PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



Generations in Jazz, returned after a two-year hiatus due to COVID. With challenges still present from COVID, the event was delivered in a hybrid format, across virtual and live platforms, further expanding their reach to a new global audience.

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.