

RVS PROGRESS SNAPSHOT 1 JAN- 30 JUN 2021

BAROSSA

REGIONAL PRIORITY

The main priority for driving future growth to the Barossa is to continue to increase overnight visitation from intrastate, interstate and overseas markets focusing on refreshed and new unique accommodation offerings and visitor experiences. While the region receives 3.5day trip visitors for every overnight visitor, overnight visitors deliver nearly two thirds of total visitor spend. For more details refer to 2025 RVS at tourism.sa.gov.au



ATDW LEADS TO BUSINESSES

92,305

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

731K



NIGHTS

538K



OVERNIGHT

223K



NEW PRODUCTS/EXPERIENCES

13



NEW TOURISM SIGNS

18

EMPLOYMENT



800
DIRECT
JOBS

400
INDIRECT
JOBS

1 IN 23
JOBS SUPPORTED
BY TOURISM

400
TOURISM
BUSINESSES

2025 TARGET

\$291M

2021 ACTUAL

\$208M

SATC GREAT STATE VOUCHERS (1-4)



81

NUMBER OF TOURISM
BUSINESSES

7,578

NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



5

SUCCESSFUL
PROJECTS

\$523,004

FUNDING
AMOUNT

\$1,320,508

TOTAL PROJECT
VALUE

REGIONAL EVENTS



75+

NUMBER OF
EVENTS

2

FUNDED
EVENTS

\$45,000

SATC
FUNDING

ACCOMMODATION



5

NEW
ROOMS

61

REFURBISHED
ROOMS

964

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