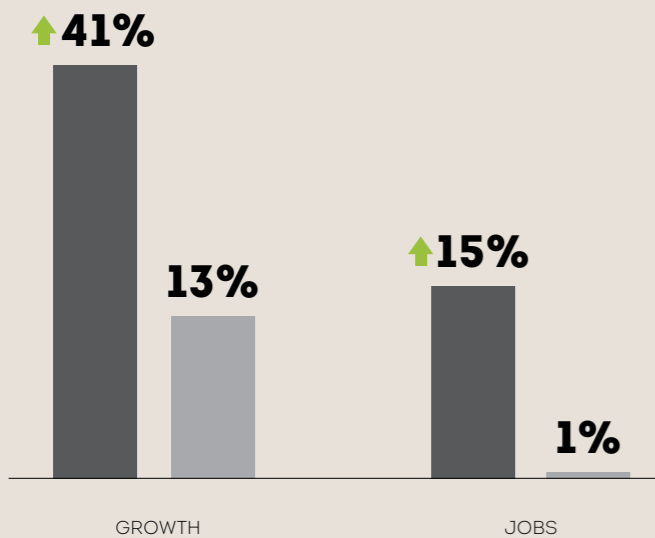


THE SOUTH AUSTRALIAN VISITOR ECONOMY DRIVING EXPENDITURE AND JOBS

SINCE LAUNCHING TOURISM 2020

- VISITOR EXPENDITURE **↑ \$2.1B (41%)**
- TOURISM JOBS **↑ 5,000 (15%)**
- OUTPACING OVERALL SOUTH AUSTRALIAN GROWTH
- DRIVING JOBS AND ECONOMIC ACTIVITY IN REGIONS, REACHING **\$3.1B**
- SUCCESS DRIVEN BY STRONG INVESTMENT IN MARKETING AND EVENTS, COUPLED WITH RECORD GROWTH IN **AVIATION**
- SUPPORTING RECORD LEVELS OF **PRIVATE INVESTMENT**

VISITOR ECONOMY DRIVING GROWTH SINCE 2013



■ VISITOR ECONOMY
■ OVERALL SA ECONOMY

THE 2030 AMBITION

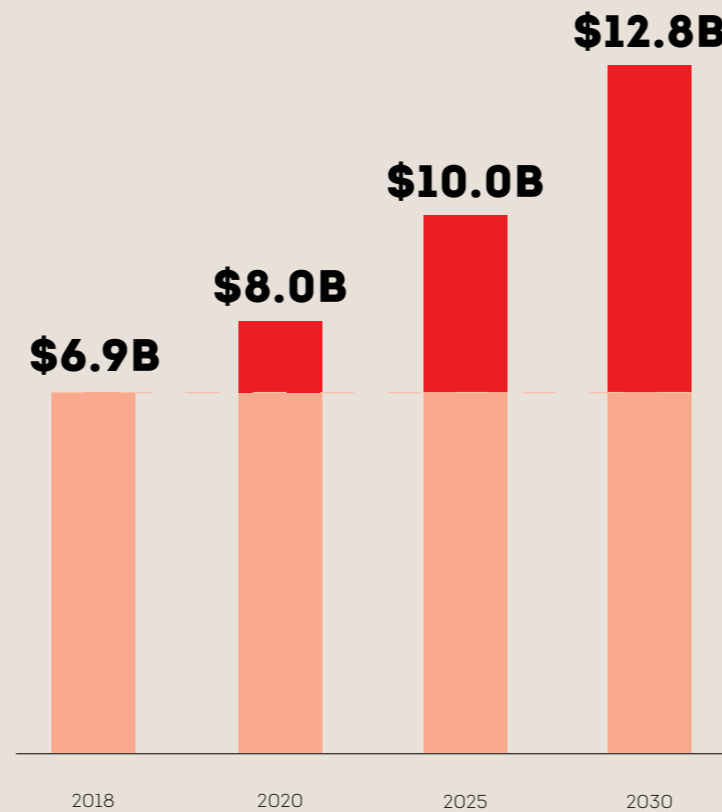


\$12.8B BY 2030

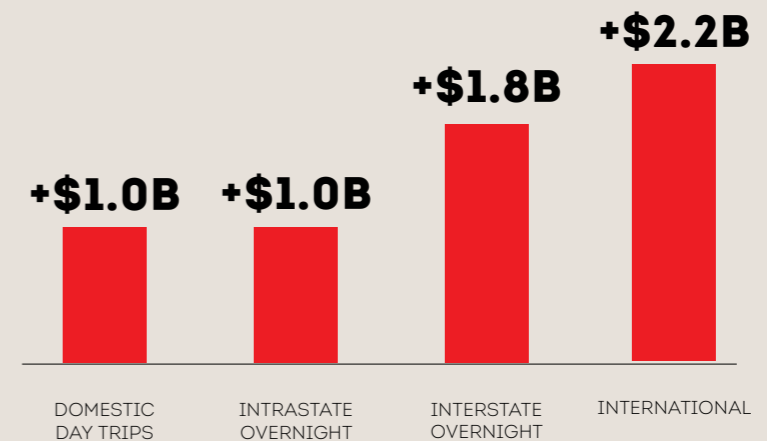


16,000 NEW JOBS

OUR GOAL



WHAT WILL GROW?



REGIONAL SOUTH AUSTRALIA



\$5.1B
BY 2030

LEISURE EVENTS EXPENDITURE



\$750M
BY 2030



THE SOUTH AUSTRALIAN VISITOR ECONOMY DRIVING EXPENDITURE AND JOBS


\$12.8B AND 16,000 NEW JOBS BY 2030

CONSULTATION IN EVERY REGION ACROSS THE STATE

 **5,000** KILOMETRES TRAVELLED

 **182** SURVEY RESPONSES

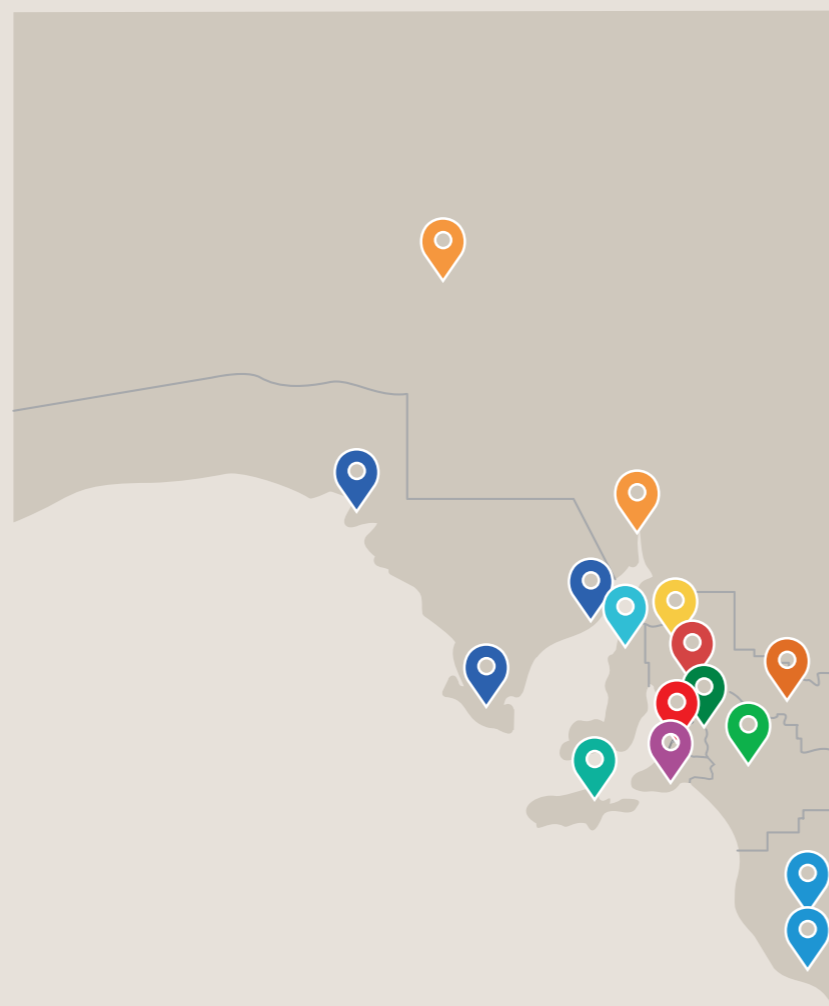
 **692** DIRECTLY PARTICIPATED

 **19** MEETINGS WITH KEY INDUSTRY & GOVERNMENT GROUPS

 **1,100** VOTES CAST TO DETERMINE STRATEGIC PRIORITIES

 **90%** AGREED SA SHOULD PURSUE AMBITIOUS TARGETS

37 HRS OF WORKSHOPS AT
16 LOCATIONS



THE SIX STRATEGIC PRIORITIES

- 1** **MARKETING**
- 2** **EXPERIENCE & SUPPLY DEVELOPMENT**
- 3** **COLLABORATION**
- 4** **INDUSTRY CAPABILITY**
- 5** **LEISURE & BUSINESS EVENTS**
- 6** **PROMOTE THE VALUE OF TOURISM**

ADVOCACY AREAS

PUBLIC INFRASTRUCTURE

ACCESS, SIGNAGE, TELECOMMUNICATIONS & AQUATIC

LABOUR & SKILLS

STREAMLINING REGULATION

