

RVS PROGRESS SNAPSHOT

1 JAN- 30 JUN 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



ATDW LEADS TO BUSINESSES

52,229

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

779K



NIGHTS

881K



OVERNIGHT

335K



NEW PRODUCTS/EXPERIENCES

1



NEW TOURISM SIGNS

23

EMPLOYMENT



1,500
DIRECT
JOBS

500
INDIRECT
JOBS

1 IN 11
JOBS SUPPORTED
BY TOURISM

300
TOURISM
BUSINESSES

2025 TARGET

\$196M

2021 ACTUAL

\$130M

SATC GREAT STATE VOUCHERS (1-4)



30

NUMBER OF TOURISM
BUSINESSES

3451

NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



1

SUCCESSFUL
PROJECTS

\$113,126

FUNDING
AMOUNT

\$425,505

TOTAL PROJECT
VALUE

REGIONAL EVENTS



11⁺

NUMBER OF
EVENTS

1

EVENT
CANCELLED

NO FUNDING

SATC
FUNDING

ACCOMMODATION



106

NEW
ROOMS

0

REFURBISHED
ROOMS

1,020

TOTAL
ROOMS

56%**

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