

# RVS PROGRESS SNAPSHOT 1 JAN- 30 JUN 2021 SOUTH AUSTRALIA

## STATE PRIORITY

Regional tourism is critical to South Australia's visitor economy. To reach the 2025 potential, the eleven regions have collectively supported key priorities that will contribute to jobs and expenditure. Raising awareness of the South Australia's regional tourism value and its contribution to the State's visitor economy is vital. Through working better together we will continue to achieve positive outcomes across the regions. For more details refer to 2025 RVS at [tourism.sa.gov.au](http://tourism.sa.gov.au)



ATDW LEADS TO BUSINESSES

**941,670**

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

**8M**



NIGHTS

**14.7M**



OVERNIGHT

**4.4M**



NEW PRODUCTS/EXPERIENCES

**656**



NEW TOURISM SIGNS

**239**

## EMPLOYMENT



**18,300**

DIRECT  
JOBS

**6,300**

INDIRECT  
JOBS

**1 IN 9**

JOBS SUPPORTED  
BY TOURISM

**5,100**

TOURISM  
BUSINESSES

## 2025 TARGET

**\$4B**

## 2021 ACTUAL

**\$2.8B**

### SATC GREAT STATE VOUCHERS (1-4)



**656**

NUMBER OF TOURISM  
BUSINESSES

**40,066**

NUMBER OF  
BOOKINGS

### SATC TOURISM INDUSTRY DEVELOPMENT FUND



**53**

SUCCESSFUL  
PROJECTS

**\$8381,403**

FUNDING  
AMOUNT

**\$31,595,647**

TOTAL PROJECT  
VALUE

### REGIONAL EVENTS



**310<sup>†</sup>**

NUMBER OF  
EVENTS

**19**

FUNDED  
EVENTS

**\$248,000**

SATC  
FUNDING

### ACCOMMODATION



**220**

NEW  
ROOMS

**158**

REFURBISHED  
ROOMS

**16,815**

TOTAL  
ROOMS

**59%<sup>\*\*</sup>**

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