

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | REGIONAL SOUTH AUSTRALIA

REGIONAL SOUTH AUSTRALIA PRIORITY

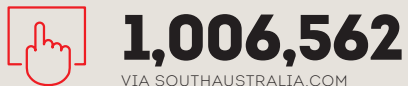
Regional tourism is critical to South Australia's visitor economy. The eleven regions have collectively supported the key priorities outlined in the RVS that contribute to jobs and expenditure, resulting in regional South Australia exceeding the 2025 target. Raising awareness of South Australia's regional tourism value and its contribution to the State's visitor economy is a key cornerstone to this success. Through working better together we will continue to achieve positive outcomes across the regions. For more information refer to the RVS 2025 at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS

120



230,759**

CAPACITY PASSENGERS & CREW

EMPLOYMENT



17,400
DIRECT JOBS

6,800
INDIRECT JOBS

1 IN 10[#]
DIRECT JOBS SUPPORTED BY TOURISM

5,700
TOURISM BUSINESSES

2023 ACTUAL

\$4.6B*

2025 TARGET



\$4B

PERCENTAGE OF 2025 TARGET MET



116%

SATC EXPERIENCE NATURE TOURISM FUND



15[†]
SUCCESSFUL PROJECTS

\$464,199
FUNDING AMOUNT

\$764,164
TOTAL PROJECT VALUE

REGIONAL EVENTS



1874[^]
NUMBER OF EVENTS

34
SATC FUNDED EVENTS

ACCOMMODATION



21,406
TOTAL ROOMS ATDW LISTED

61%[#]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



The Travel. Our Way. campaign launched, which invites domestic visitors to travel with an 'up for anything' attitude and gives suggestion to the unique and memorable holiday experiences found in South Australia, as well as inviting our three biggest markets - VIC, NSW and SA - to literally travel in our direction.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. [^]EVENTS ON AVERAGE OVER 12 MONTH PERIOD. [#]ON AVERAGE. ^{**}CAPACITY NOT ACTUAL.



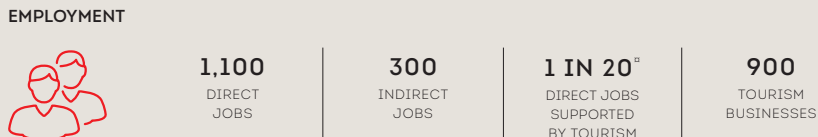
SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | ADELAIDE HILLS

ADELAIDE HILLS PRIORITY

Adelaide Hills' priority is to build a resilient and sustainable industry that capitalises on its proximity to Adelaide. The region aims to convert more visitors to stay overnight, encourage day trippers to linger longer, spend more and grow repeat visitation. Of key importance is understanding and meeting changing visitor needs via regional experiences, events and strong marketing in a post-bushfire and pandemic environment. For more details refer to the RVS 2025 at tourism.sa.gov.au.



2023 ACTUAL

\$293M^{*}

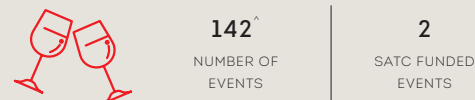
2025 TARGET



SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



Wellness Wander returned with an expanded program featuring over 50 events, delivered by over 70 local businesses. The 3-day event cements the Adelaide Hills' position as a premium wellness tourism destination.

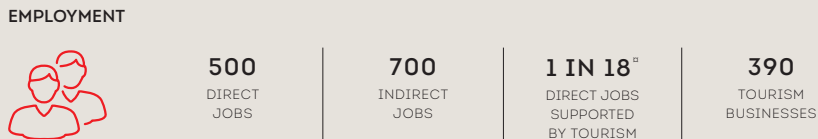
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RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | BAROSSA

BAROSSA 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. For more details refer to the RVS 2025 at tourism.sa.gov.au.



2023 ACTUAL

\$261M^{*}

2025 TARGET



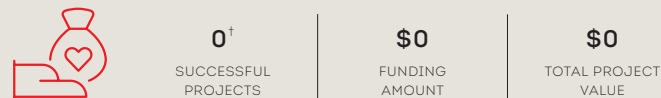
\$291M

PERCENTAGE OF 2025 TARGET MET

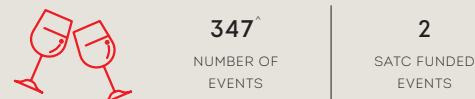


70%

SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



Barossa Vintage Festival celebrated its 75th year with an extensive program of nearly 80 events attracting 55,000 visitors.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. §ON AVERAGE. **CAPACITY NOT ACTUAL. ‡CRUISE SHIP ARRIVALS VIA PORT ADELAIDE (SHORE EXCURSIONS ONLY).

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | CLARE VALLEY

CLARE VALLEY PRIORITY

Building off the region's strong self-drive visitor market, the focus for the Clare Valley is to encourage high spending interstate and international visitors to stay overnight in the region. Developing sustainable and commissionable nature-based, heritage, wellness and epicurean visitor experiences and additional quality accommodation is the key to ongoing success. For more details refer to the RVS 2025 at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS

CRUISE SHIPS DO NOT CURRENTLY SERVICE THIS REGION



EMPLOYMENT



600
DIRECT
JOBS

300
INDIRECT
JOBS

1 IN 8^a
DIRECT JOBS
SUPPORTED
BY TOURISM

200
TOURISM
BUSINESSES

2023 ACTUAL

\$191M*

2025 TARGET



PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



0⁺
SUCCESSFUL
PROJECTS

\$0
FUNDING
AMOUNT

\$0
TOTAL PROJECT
VALUE

REGIONAL EVENTS



401^a
NUMBER OF
EVENTS

3
SATC FUNDED
EVENTS

ACCOMMODATION



720
TOTAL ROOMS
ATDW LISTED

66%^a
OCCUPANCY
STR DATA

REGIONAL HIGHLIGHT



The Festival of the Lamb 2023 was a collaboration between tourism and agricultural industries, and highlighted some of the region's most unique paddock-to-plate experiences and stories.

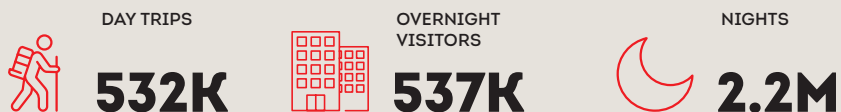
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RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | EYRE PENINSULA

EYRE PENINSULA PRIORITY

The opportunity for the Eyre Peninsula is to capitalise on its pristine nature, immersive wildlife experiences and coastal lifestyle to drive increased overnight stays from domestic and international visitors. The region has approximately 100 State, National and Conservation Parks, ten State Marine Parks, and three Commonwealth Marine Reserves. A whole of tourism approach is needed across marketing, events, product development, council collaboration and investment. For more details refer to the RVS 2025 at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



36,715**
CAPACITY PASSENGERS & CREW

EMPLOYMENT



2,100
DIRECT JOBS

700
INDIRECT JOBS

1 IN 11^a
DIRECT JOBS SUPPORTED BY TOURISM

620
TOURISM BUSINESSES

2023 ACTUAL

\$591M*

2025 TARGET



\$397M

PERCENTAGE OF 2025 TARGET MET



149%

SATC EXPERIENCE NATURE TOURISM FUND



3[†]
SUCCESSFUL PROJECTS

\$59,536
FUNDING AMOUNT

\$77,190
TOTAL PROJECT VALUE

REGIONAL EVENTS



47[^]
NUMBER OF EVENTS

5
SATC FUNDED EVENTS

ACCOMMODATION



2,997
TOTAL ROOMS ATDW LISTED

59%[®]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Eyre Peninsula was showcased in the Travel. Our Way. domestic tourism campaign which leans into the thrill-seeking adventure of shark cage diving, swimming with sea lions, sand boarding and oyster farm tours. Eyre Peninsula is a key destination for South Australians, attracting \$325 million expenditure from intrastate overnight visitors in 2023[†].

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. ^aDATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. [^]EVENTS ON AVERAGE OVER 12 MONTH PERIOD. [®]ON AVERAGE. ^{**}CAPACITY NOT ACTUAL.



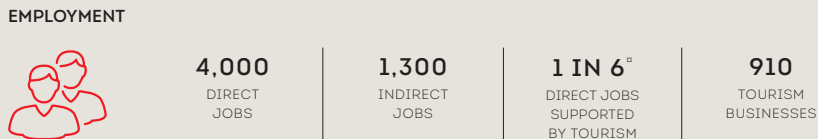
SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | FLEURIEU PENINSULA

FLEURIEU PENINSULA PRIORITY

The key priorities for the Fleurieu Peninsula are to encourage year-round visitation and drive visitor yield. The aim is to grow spend from day-trippers and local residents, as well as convert some day trips into overnight stays. Levers include events, accommodation improvements, experience development and marketing. For more details refer to the RVS 2025 at tourism.sa.gov.au.



2023 ACTUAL

\$837M*

2025 TARGET



\$643M

PERCENTAGE OF 2025 TARGET MET



130%

SATC EXPERIENCE NATURE TOURISM FUND



4[†]
SUCCESSFUL PROJECTS

\$148,022
FUNDING AMOUNT

\$197,127
TOTAL PROJECT VALUE

REGIONAL EVENTS



294[^]
NUMBER OF EVENTS

8
SATC FUNDED EVENTS

ACCOMMODATION



2,897
TOTAL ROOMS ATDW LISTED

52%[°]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Roll-out of the Fleurieu Peninsula Tourism Trade Ready Pathway Program 2023 which supported businesses to engage with international trade partners and support the return of international visitation.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. °ON AVERAGE. **CAPACITY NOT ACTUAL. §CRUISE SHIP ARRIVALS VIA PORT ADELAIDE (SHORE EXCURSIONS ONLY).

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | FLINDERS RANGES & OUTBACK



FLINDERS RANGES & OUTBACK PRIORITY

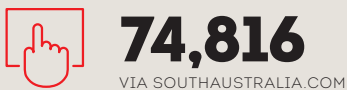
The focus for the Flinders Ranges and Outback is to increase overnight visitation via greater regional, and cross regional, collaboration around touring routes and events. New products, infrastructure and capability building will be critical for success. For more details refer to the RVS 2025 at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS

CRUISE SHIPS DO NOT CURRENTLY SERVICE THIS REGION



EMPLOYMENT



2,100
DIRECT JOBS

700
INDIRECT JOBS

1 IN 12¹
DIRECT JOBS SUPPORTED BY TOURISM

510
TOURISM BUSINESSES

2023 ACTUAL

\$610M^{*}

2025 TARGET



\$638M

PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



2[†]
SUCCESSFUL PROJECTS

\$67,232
FUNDING AMOUNT

\$84,042
TOTAL PROJECT VALUE

REGIONAL EVENTS



36[^]
NUMBER OF EVENTS

2
SATC FUNDED EVENTS

ACCOMMODATION



2,860
TOTAL ROOMS ATDW LISTED

58%¹
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



The Nilpena Ediacara National Park and immersive visitor centre officially opened, which has been established to conserve and preserve fossils dating back 550 million years to the 'dawn of life'.

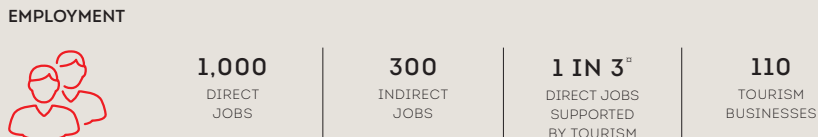
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RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | KANGAROO ISLAND

KANGAROO ISLAND PRIORITY

After the devastating summer 2020 bushfires in which more than 40% of Kangaroo Island was impacted, the Island's priority is industry resilience and regrowth. As an established visitor region, the focus for Kangaroo Island has always been about exceeding on visitor expectations, growing visitor yield, dispersal and managing the sustainable development of tourism on the Island. With highly seasonal visitation, encouraging visitation in the quieter months of May to August continues to be a priority. For more details refer to the RVS 2025 at tourism.sa.gov.au.



2023 ACTUAL

\$280M*

2025 TARGET



\$199M

PERCENTAGE OF 2025 TARGET MET



141%

SATC EXPERIENCE NATURE TOURISM FUND



2[†]
SUCCESSFUL PROJECTS

\$68,525
FUNDING AMOUNT

\$166,888
TOTAL PROJECT VALUE

REGIONAL EVENTS



49[^]
NUMBER OF EVENTS

2
SATC FUNDED EVENTS

ACCOMMODATION



846
TOTAL ROOMS ATDW LISTED

52%^a
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Internationally renowned luxury accommodation Southern Ocean Lodge reopened. The new build, maintains a similar footprint as the original building which was destroyed in the 2020 bushfire.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. ^aDATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. [^]EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ^aON AVERAGE. ^{**}CAPACITY NOT ACTUAL.

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | LIMESTONE COAST

LIMESTONE COAST PRIORITY

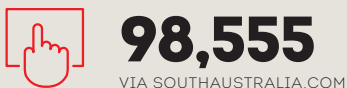
The priority for the Limestone Coast is to increase overnight visitor volumes from international and domestic markets and convert some existing day-trippers to linger longer and stay overnight. Being a predominantly self-drive visitor market, leveraging existing touring routes and promoting and developing hero tourism experiences and events that reflect the region's uniqueness is the key to success. For more details refer to the RVS 2025 at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS

CRUISE SHIPS DID NOT VISIT ROBE IN 2023



EMPLOYMENT



2,000
DIRECT JOBS

900
INDIRECT JOBS

1 IN 14^o
DIRECT JOBS SUPPORTED BY TOURISM

800
TOURISM BUSINESSES

2023 ACTUAL

\$520M^{*}

2025 TARGET



\$479M

PERCENTAGE OF 2025 TARGET MET



108%

SATC EXPERIENCE NATURE TOURISM FUND



2[†]
SUCCESSFUL PROJECTS

\$70,000
FUNDING AMOUNT

\$105,086
TOTAL PROJECT VALUE

REGIONAL EVENTS



261[^]
NUMBER OF EVENTS

3
SATC FUNDED EVENTS

ACCOMMODATION



2,645
TOTAL ROOMS ATDW LISTED

71%^o
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Limestone Coast was a top performing destination via SATC's social media channels in 2023. Regional content reached 7.9 million people, with 2 million video post plays on Instagram, and a Facebook post reach of 4.4 million people.

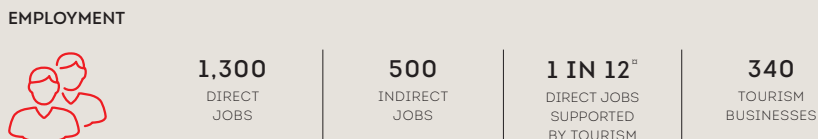
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RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | MURRAY RIVER, LAKES & COORONG

MURRAY RIVER, LAKES & COORONG 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 is key to ongoing success. For more details refer to the RVS 2025 at tourism.sa.gov.au.



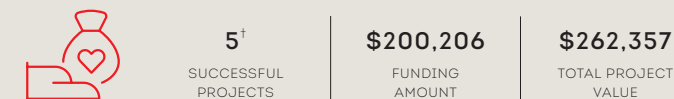
2023 ACTUAL

\$373M^{*}

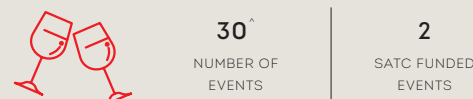
2025 TARGET



SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



The \$300k Mid Murray River Tourism Business Support Program provided an immediate cash injection for small businesses that were recovering from the impact if the 2022-23 River Murray Flood Event.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. §ON AVERAGE. **CAPACITY NOT ACTUAL. ¶CRUISE SHIP ARRIVALS VIA PORT ADELAIDE (SHORE EXCURSIONS ONLY).

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | RIVERLAND

RIVERLAND PRIORITY

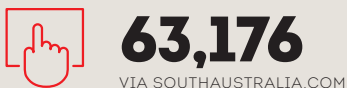
The priority for the Riverland is to increase visitation and length of stay from Adelaide as well as key interstate and international markets. A focus on all parts of the visitor mix are required: increasing collaboration, growing events, creating new visitor experiences, and supporting operators. For more details refer to the RVS 2025 at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS

CRUISE SHIPS DO NOT CURRENTLY SERVICE THIS REGION



EMPLOYMENT



1,200
DIRECT JOBS

500
INDIRECT JOBS

1 IN 12^a
DIRECT JOBS SUPPORTED BY TOURISM

350
TOURISM BUSINESSES

2023 ACTUAL

\$239M^{*}

2025 TARGET



\$247M

PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



2[†]
SUCCESSFUL PROJECTS

\$90,752
FUNDING AMOUNT

\$125,538
TOTAL PROJECT VALUE

REGIONAL EVENTS



106[^]
NUMBER OF EVENTS

3
SATC FUNDED EVENTS

ACCOMMODATION



2,342
TOTAL ROOMS ATDW LISTED

58%[®]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



The Riverland was promoted in the Rise Up for our River marketing campaign and the River Revival Voucher program with 2 rounds of vouchers and advertising periods to stimulate visitation and expenditure for impacted businesses after the floods. The program has injected an estimated \$10.7 million into the flood affected Murray River regions.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. ^aDATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. [®]EVENTS ON AVERAGE OVER 12 MONTH PERIOD. [^]ON AVERAGE.

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | YORKE PENINSULA

YORKE PENINSULA PRIORITY

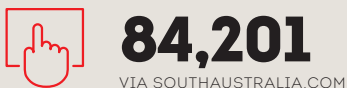
Yorke Peninsula's priority is to increase visitor expenditure and dispersal from intrastate and interstate self-drive markets. Developing new and promoting existing experiences that showcase the region's coastal lifestyle, wildlife and nature is key to this success. For more details refer to the RVS 2025 at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



140**
CAPACITY PASSENGERS & CREW

EMPLOYMENT



1,600
DIRECT JOBS

600
INDIRECT JOBS

1 IN 9^a
DIRECT JOBS SUPPORTED BY TOURISM

450
TOURISM BUSINESSES

2023 ACTUAL

\$384M^{*}

2025 TARGET



\$289M

PERCENTAGE OF 2025 TARGET MET



133%

SATC EXPERIENCE NATURE TOURISM FUND



2[†]
SUCCESSFUL PROJECTS

\$90,752
FUNDING AMOUNT

\$194,845
TOTAL PROJECT VALUE

REGIONAL EVENTS



161[^]
NUMBER OF EVENTS

2
SATC FUNDED EVENTS

ACCOMMODATION



2,800
TOTAL ROOMS ATDW LISTED

59%^g
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Yorke Peninsula was showcased in the Travel. Our Way. domestic campaign which leans into the adventurous spirit of a coastal holiday. Yorke Peninsula is a key destination for South Australians, attracting \$214 million expenditure from intrastate overnight visitors in 2023^l.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. ^aDATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. [^]EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ^gON AVERAGE. ^{**}CAPACITY NOT ACTUAL.