

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 Regional Visitor Strategy (RVS) 2025 at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



111,560^{}**
CAPACITY PASSENGERS & CREW

EMPLOYMENT



1,100
DIRECT JOBS

300
INDIRECT JOBS

1 IN 20[†]
DIRECT JOBS SUPPORTED BY TOURISM

900
TOURISM BUSINESSES

2023 ACTUAL

\$293M^{*}

2025 TARGET



\$245M

PERCENTAGE OF 2025 TARGET MET



120%

SATC EXPERIENCE NATURE TOURISM FUND



2[†]
SUCCESSFUL PROJECTS

\$70,000
FUNDING AMOUNT

\$100,516
TOTAL PROJECT VALUE

REGIONAL EVENTS



142[^]
NUMBER OF EVENTS

2
SATC FUNDED EVENTS

ACCOMMODATION



698
TOTAL ROOMS ATDW LISTED

66%[§]
OCCUPANCY STR DATA

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.

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).



SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY