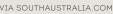
## REGIONAL PRIORITY

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: increase collaboration, growing events, creating new visitor experiences, and supporting operators. For more details refer to 2025 RVS at tourism.sa.gov.au



ATDW LEADS TO BUSINESSES

60,581







886K



OVERNIGHT



**NEW PRODUCTS/EXPERIENCES** 



**NEW TOURISM SIGNS** 

## **EMPLOYMENT**



400

1 IN 15

300 TOURISM

## 2025 TARGET

\$247M \$146M

## 2021 ACTUAL

## SATC GREAT STATE VOUCHERS (1-4)



32 NUMBER OF TOURISM BUSINESSES

## 1095

NUMBER OF BOOKINGS

## SATC TOURISM INDUSTRY DEVELOPMENT FUND



SUCCESSFUL **PROJECTS** 

\$292,736 FUNDING AMOUNT

\$976,120

TOTAL PROJECT VALUE

### **REGIONAL EVENTS**



14 <sup>†</sup> NUMBER OF EVENTS

2 FUNDED EVENTS \$10,000

SATC FUNDING

# ACCOMMODATION



1,100 JOBS

INDIRECT JOBS

JOBS SUPPORTED BY TOURISM

BUSINESSES

6 NEW ROOMS

REFURBISHED ROOMS

1,225

TOTAL ROOMS

56%\*\* OCCUPANCY



