

RVS PROGRESS SNAPSHOT

1 JAN- 30 JUN 2021

RIVERLAND

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

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

411K



NIGHTS

886K



OVERNIGHT

312K



NEW PRODUCTS/EXPERIENCES

4



NEW TOURISM SIGNS

19

EMPLOYMENT



1,100
DIRECT
JOBS

400
INDIRECT
JOBS

1 IN 15
JOBS SUPPORTED
BY TOURISM

300
TOURISM
BUSINESSES

2025 TARGET

2021 ACTUAL

\$247M

\$146M

SATC GREAT STATE VOUCHERS (1-4)



32

NUMBER OF TOURISM
BUSINESSES

1095

NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



4

SUCCESSFUL
PROJECTS

\$292,736

FUNDING
AMOUNT

\$976,120

TOTAL PROJECT
VALUE

REGIONAL EVENTS



14[†]

NUMBER OF
EVENTS

2

FUNDED
EVENTS

\$10,000

SATC
FUNDING

ACCOMMODATION



6

NEW
ROOMS

2

REFURBISHED
ROOMS

1,225

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