

FLINDERS RANGES AND OUTBACK




RVS PROGRESS SNAPSHOT1 JAN–31 DEC 2024

FLINDERS RANGES AND OUTBACK PRIORITY


The Flinders Ranges and Outback offers the kind of wide-open wonder you don't forget—and the focus now is on turning more visits into overnight stays. By working together across regions, especially around touring routes and events, there's a real chance to give travellers more reasons to stop, stay and explore deeper.

Success will come from building the right foundations—new experiences, smart infrastructure and support that helps local operators grow with confidence.


You'll find more in the 2025 RVS at tourism.sa.gov.au.



DAY TRIPS	OVERNIGHT VISITORS	NIGHTS
 556k	 699k	 3.3M

EXPERIENCE DEVELOPMENT PROGRAM

 3 ⁺	Businesses supported
--	----------------------

ATDW LEADS TO BUSINESSES

 168K ^{\$}	Via southaustralia.com
---	---

CRUISE SHIP ARRIVALS	CAPACITY PASSENGERS & CREW
 N/A	 N/A



2024 ACTUAL EXPENDITURE


\$603M*




REGIONAL HIGHLIGHT



Visitors at Wadna can now enjoy upgraded facilities and engaging interpretive signage before setting off into Ikara–Flinders Ranges National Park—inviting everyone to dive deeper into the Outback's stories with ease and confidence.

2025 TARGET	PERCENTAGE OF 2025 TARGET MET
 \$638M	 95%

SATC EXPERIENCE NATURE TOURISM FUND

 2 ⁺	Successful projects	\$69,898	Funding amount	\$101,759	Total project value
--	---------------------	----------	----------------	-----------	---------------------


REGIONAL EVENTS

 81 [^]	Number of events	2	SATC funded events
---	------------------	---	--------------------

ACCOMMODATION

 2,913	Total rooms	56% [^]	Occupancy
---	-------------	------------------	-----------

EMPLOYMENT

 2,400	Direct jobs	1,300	Indirect jobs
1 IN 14	Jobs supported by tourism	490	Tourism businesses

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2024, STR GLOBAL YEAR END DECEMBER 2024, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2024, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2024. ^INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ^ON AVERAGE. **CAPACITY NOT ACTUAL. ^ESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.