

FROM DRIVE-THROUGH REGION
TO MUST-STAY DESTINATION



Umpherston Sinkhole/Balumbul,
Limestone Coast

LIMESTONE COAST

Destination Management Plan 2026 — 2030

A shared five-year plan to grow distinctive, high-value tourism that connects people, place and culture, strengthens communities and protects the Limestone Coast’s natural and cultural assets.

TOURISM AT A GLANCE

 1.463 million visitors in 2024	 \$662 million visitor expenditure to December 2024	 2,100 tourism jobs as of June 2024	 2.8 nights average length of stay	 93% of visitors are self-drive travellers
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WHY NOW?

The pressure

- Interstate and international visitors are not reaching their full yield potential.
- Gaps in premium, bookable experiences and contemporary accommodation limit longer stays.
- Environmental pressures and fragmented regional coordination constrain sustainable growth.

The opportunity

- World-class geology, coastlines, food, wine, culture and heritage provide a strong foundation for distinctive experiences.
- A strategic location between Adelaide and Melbourne creates significant touring and cross-border opportunities.
- Welcoming communities and events can support year-round visitation and greater regional dispersal.

HOW WE’LL DELIVER

Build distinctive visitor experiences

- More immersive and bookable nature, culture, food and wine experiences.
- Better trails, accommodation and events that encourage visitors to stay longer and explore the region.

Care for place

- Protect the region’s coastlines, landscapes and cultural assets.
- Encourage safe, respectful visitor behaviour through consistent information and stewardship.

Share one compelling regional story

- Bring together stories of geology, culture, coast, country, food, wine and community.
- Coordinate marketing and visitor services to encourage travel and regional dispersal.

Lead together

- Strengthen regional leadership, collaboration and shared accountability.
- Use better insights and coordinated advocacy to support investment, workforce planning and regional resilience.

The Big Moves

STATE CATALYST PROJECTS



Naracoorte Caves

Elevate South Australia's only UNESCO World Heritage site as a globally recognised visitor experience.



Melbourne to Adelaide Touring Route

Create a signature multi-day coastal walking experience.

REGIONALLY SIGNIFICANT PROJECTS

- Signature nature and geological attractions.
- Regional trails and touring experiences.
- Distinctive food, wine and cultural experiences.
- Contemporary accommodation and sustainable events.
- Regional storytelling and destination marketing.
- Visitor servicing and regional advocacy.

ENABLING PROJECTS

State Catalyst and Regionally Significant projects are supported by enabling actions in:

- Investment attraction and pipeline project support.
- Strategic data and insights.
- Regional workforce development.
- Climate change and risk management.

WHAT SUCCESS LOOKS LIKE

Success is not just about more visitors, it is about better outcomes:

- Higher visitor yield, longer stays and stronger interstate and international visitation.
- More distinctive, bookable experiences and contemporary accommodation.
- Greater year-round visitation and economic benefit across regional communities.
- Protected and celebrated natural and cultural assets.
- Strong, resilient tourism businesses and a skilled regional workforce.
- Communities that understand, support and benefit from tourism.
- DMP project delivery in partnership with community, industry, Traditional Custodians and government.



To read the full plan,
scan the QR code or
visit tourism.sa.gov.au



Government of South Australia
South Australian Tourism Commission

