



Alligator Gorge,
Flinders Ranges & Outback

SOUTHERN FLINDERS

Destination Management Plan 2026 — 2030

A shared five-year plan to grow distinctive, value-aligned tourism that strengthens communities, celebrates culture and Country, and protects landscapes.

TOURISM AT A GLANCE

 548,000 visitors in 2024	 \$124 million Visitor Expenditure to December 2024	 795 Tourism jobs	 2.3 nights average length of stay	 63% of visitors are travelling for leisure purposes
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WHY NOW?

The pressure

- Low recognition among visitor markets.
- Limited contemporary, bookable experiences and accommodation.
- Climate pressures including drought, extreme heat and bushfire risk.

The opportunity

- Epic landscapes that offer a deep connection to nature and place.
- Cultural and heritage stories ready to be experienced more meaningfully by visitors.
- Vibrant, resilient communities who value their place and want tourism done well.

HOW WE'LL DELIVER

Build authentic experiences

- Market-ready nature-based, cultural, agritourism and heritage experiences.
- Invest in accommodation, events and experiences that encourage longer stays.

Care for place

- Protect natural and cultural assets through responsible visitor behaviour and post-crisis regeneration.
- Embed climate awareness, safety and sustainability into tourism development.

Build awareness through a clear regional story

- Share compelling stories that celebrate people, place and culture.
- Strengthen pre-travel planning and in-region information to support dispersal and yield.

Lead together

- Strengthen regional leadership, collaboration and shared accountability.
- Advocate for solutions to workforce, infrastructure and climate challenges.

The Big Moves

STATE CATALYST PROJECTS



Melrose Biking Hub

Create a nationally recognised mountain biking destination.



Remarkable Southern Flinders

Activate Wapma Thura–Southern Flinders Ranges National Park through nature-based and cultural experiences.

REGIONALLY SIGNIFICANT PROJECTS

- Visitor experience and agritourism development.
- Visitor placemaking and responsible visitor behaviour initiatives.
- Storytelling tools.
- Investment attraction and experience pipelines.
- Climate risk and crisis management.

ENABLING PROJECTS

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

- Industry capability.
- Events support.
- Visitor servicing.
- Climate adaptation.
- Regional advocacy.

WHAT SUCCESS LOOKS LIKE

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

- Distinctive, values-aligned visitor experiences.
- Protected natural and cultural assets.
- Sustainable economic growth that benefits communities.
- Stronger community resilience and liveability.
- A cohesive region recognised as a key South Australian destination.
- DMP project delivery in partnership with councils, industry, community, Traditional Custodians, and government.



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

**SOUTH
AUSTRALIA**



Government of South Australia
South Australian Tourism Commission