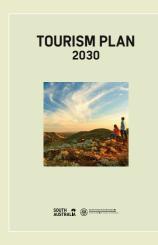
2025 - A YEAR IN REVIEW

NEW BRAND

Launched new destination brand platform

Celebrate the SIMPLE PLEASURES

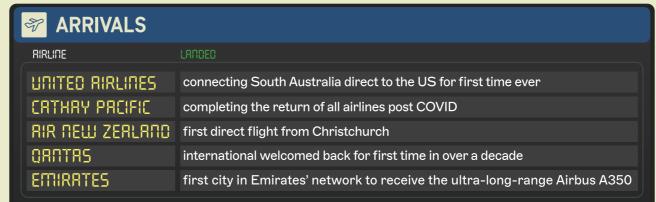
REFRESHED SOUTH AUSTRALIA TOURISM PLAN 2030





MORE INTERNATIONAL AIRLINES THAN EVER BEFORE

International flights 133% comparing December 2024 to December 2025



CRUISE INDUSTRY ECONOMIC IMPACT



RECORD ADELAIDE OCCUPANCY



10,838
Room nights occupied on night of 5 November 2025

SUPPORTING OUR INDUSTRY THROUGH THE ALGAL BLOOM

COAST IS CALLING VOUCHER PROGRAM

\$6.4m

injected into coastal communities in Round 1



50,000 vouchers released



700+ offers listed SUMMER PLAN DINING CASHBACK PROGRAM

\$5.4m

in total spend for November 2025 cashback



300,000 dining cashbacks up for grabs over summer



>450 participating businesses





SOUTH AUSTRALIA AMONG THE MOST WELCOMING REGIONS ON BOOKING.COM

EXPERIENCE NATURE TOURISM FUND

63

supported

\$3.5m

in combined project value unlocked

SOUTHAUSTRALIA.COM

Connecting visitors to businesses

2.4m consumer leads generated for tourism operators 16% on last year

RECORD BREAKING EVENT RESULTS



\$98m

expenditure
12% on 2024

Celebrated 25 years of the Santos Tour Down Under



\$81.4m

expenditure

14% on 2024

World's Best Golf Event for third year running

GATHER ROUND

\$113.9m

economic impact 24% on 2024

>269,000 fans attended sold out event

SUPPORTING REGIONAL EVENTS

\$750k

Algal Bloom Event Support Fund to boost events from December 2025 to March 2026

35

events supported in 2024-25 through Regional Event Fund

14

events supported in 2025-26 through \$400k Drought Relief Regional Event Fund