

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | RIVERLAND

RIVERLAND

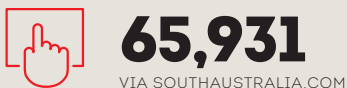
The priority for the Riverland is to increase visitation and length of stay from Adelaide as well as key interstate and international markets. A focus on all parts of the visitor mix are required: increase collaboration, growing events, creating new visitor experiences, and supporting operators. For more details refer to 2025 RVS at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



NO ACTIVE PORT

EMPLOYMENT



1,400
DIRECT JOBS

500
INDIRECT JOBS

1 IN 11[~]
DIRECT JOBS SUPPORTED BY TOURISM

300
TOURISM BUSINESSES

2022 ACTUAL

\$240M*

2025 TARGET



\$247M

PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



2†
SUCCESSFUL PROJECTS

\$30,044
FUNDING AMOUNT

\$42,607
TOTAL PROJECT VALUE

REGIONAL EVENTS



249^
NUMBER OF EVENTS

5
SATC FUNDED EVENTS

ACCOMMODATION



2,073
TOTAL ROOMS ATDW LISTED

62%[~]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Encouraged the development and supported the promotion of a new, international-ready product with Canoe Adventures.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, SINCLUDING EXPEDITIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ~ON AVERAGE. **ROUNDED.