

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | BAROSSA

BAROSSA PRIORITY

The main priority for driving future growth to the Barossa is to continue to increase overnight visitation from intrastate, interstate and overseas markets focusing on refreshed and new unique accommodation offerings and visitor experiences. For more details refer to the Regional Visitor Strategy (RVS) 2025 at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



111,560^{}**
CAPACITY PASSENGERS & CREW

EMPLOYMENT



500
DIRECT JOBS

700
INDIRECT JOBS

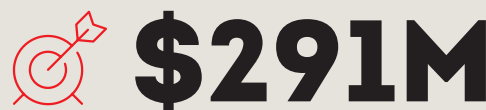
1 IN 18[¶]
DIRECT JOBS SUPPORTED BY TOURISM

390
TOURISM BUSINESSES

2023 ACTUAL

\$261M^{*}

2025 TARGET



PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



0[†]
SUCCESSFUL PROJECTS

\$0
FUNDING AMOUNT

\$0
TOTAL PROJECT VALUE

REGIONAL EVENTS



347[^]
NUMBER OF EVENTS

2
SATC FUNDED EVENTS

ACCOMMODATION



1,183
TOTAL ROOMS ATDW LISTED

66%[¶]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Barossa Vintage Festival celebrated its 75th year with an extensive program of nearly 80 events attracting 55,000 visitors.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. §ON AVERAGE. **CAPACITY NOT ACTUAL. ‡CRUISE SHIP ARRIVALS VIA PORT ADELAIDE (SHORE EXCURSIONS ONLY).