

BAROSSA

RVS PROGRESS SNAPSHOT 1 JAN–31 DEC 2024

BAROSSA PRIORITY


The Barossa is all about turning day trips into overnight stays—and giving visitors more reasons to linger, unwind, and soak it all in. By focusing on creating more unique and memorable places to stay, alongside experiences that feel both special and down to earth, the region is setting itself up for steady, meaningful growth across South Australia.

Right now, for every overnight guest, there are around 3.5 day trippers—but it's the overnight guests who bring the biggest boost, contributing nearly two-thirds of the region's visitor spend. The opportunity is clear: keep giving people reasons to stay, and the benefits will follow.


You'll find more in the 2025 RVS at tourism.sa.gov.au.



DAY TRIPS	OVERNIGHT VISITORS	NIGHTS
 898k	 244k	 837k

EXPERIENCE DEVELOPMENT PROGRAM

 **3⁺** Businesses supported

ATDW LEADS TO BUSINESSES

 **228K^{\$}** Via southaustralia.com

CRUISE SHIP ARRIVALS	CAPACITY PASSENGERS & CREW
 51 [#]	 144,308 ^{**}

SOUTH AUSTRALIA

SOUTH AUSTRALIAN REGIONAL VISITOR STRATEGY

2024 ACTUAL EXPENDITURE

\$287M*



REGIONAL HIGHLIGHT



Seppeltsfield Wines struck Gold at the 40th Australian Tourism Awards—proof that Barossa's heartfelt hospitality and storied vineyards truly stand out. It's a proud moment for the region and a reminder of the genuine experiences waiting in every glass.

2025 TARGET

PERCENTAGE OF 2025 TARGET MET



\$291M



99%

SATC EXPERIENCE NATURE TOURISM FUND



0⁺
Successful projects

\$0
Funding amount

\$0
Total project value

REGIONAL EVENTS



472[^]
Number of events

1
SATC funded event

ACCOMMODATION



1,288
Total rooms

60%[‡]
Occupancy

EMPLOYMENT



800
Direct jobs

600
Indirect jobs

1 IN 28
Jobs supported by tourism

390
Tourism businesses

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2024, STR GLOBAL YEAR END DECEMBER 2024, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2024, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2024. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. *ON AVERAGE. #CRUISE DAY TRIPS FROM ADELAIDE **CAPACITY NOT ACTUAL. ‡ESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.