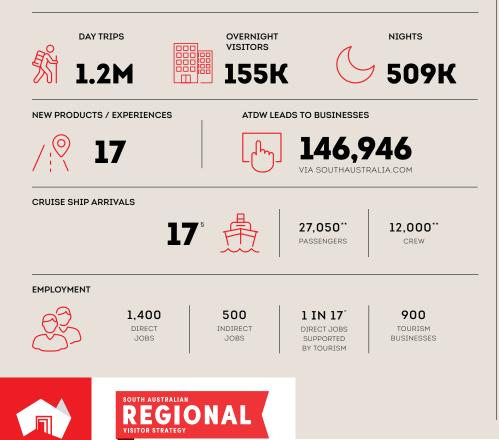
# RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | ADELAIDE HILLS

# ADELAIDE HILLS

SOUTH

Adelaide Hills' priority is to build a resilient and sustainable industry that capitalises on its proximity to Adelaide. The region aims to convert more visitors to stay overnight, encourage day trippers to linger longer, spend more and grow repeat visitation. Of key importance is understanding and meeting changing visitor needs via regional experiences, events and strong marketing in a post-bushfire and pandemic environment. For more details refer to 2025 RVS at **tourism.sa.gov.au**.



#### 2022 ACTUAL



### SATC EXPERIENCE NATURE TOURISM FUND



## REGIONAL EVENTS



#### ACCOMMODATION



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





Supported the inaugural Wellness Wander Weekend event. 50 local businesses delivered over 60 events, leaning into the region's growing reputation as a premier wellness tourism destination.