

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | ADELAIDE HILLS

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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.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



27,050^{}**
PASSENGERS

12,000^{}**
CREW

EMPLOYMENT



1,400
DIRECT JOBS

500
INDIRECT JOBS

1 IN 17[†]
DIRECT JOBS SUPPORTED BY TOURISM

900
TOURISM BUSINESSES

2022 ACTUAL

\$225M*

2025 TARGET



\$245M

PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



2[†]

SUCCESSFUL PROJECTS

\$31,577

FUNDING AMOUNT

\$40,767

TOTAL PROJECT VALUE

REGIONAL EVENTS



446[^]

NUMBER OF EVENTS

6

SATC FUNDED EVENTS

ACCOMMODATION



673

TOTAL ROOMS ATDW LISTED

65%[~]

OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



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.

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.