# **REGIONAL SOUTH AUSTRALIA**

RVS PROGRESS SNAPSHOT

1JAN-31 DEC 2024

## **REGIONAL HIGHLIGHT**



The Winter. Our Way. campaign generated 690,000 ATDW and travel-partner leads for tourism operators across South Australia-proof that our winter experiences resonate far and wide.

#### REGIONAL SOUTH AUSTRALIA PRIORITY

Regional South Australia is a vital thread in the fabric of South Australia's visitor economy. Across our eleven regions, locals have rolled up their sleeves and delivered on what matters most: meaningful jobs, thriving communities, and experiences that keep people coming back. In fact, regional SA has already outdone itself, smashing the 2025 targets ahead of time.

The secret? Working together with heart. It's not about shouting the loudest it's about sharing the good stuff and backing each other to grow. When we shine a light on the value of our regions, we all rise.

Want to dig a little deeper? You'll find more in the RVS 2025 at tourism.sa.gov.au.

**OVERNIGHT** VISITORS

**NIGHTS** 

**DAY TRIPS** 





### **EXPERIENCE DEVELOPMENT PROGRAM**



#### ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS

CAPACITY PASSENGERS & CREW



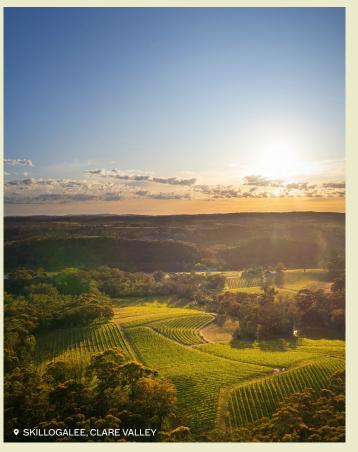






#### 2024 ACTUAL EXPENDITURE

\$3.95B\*



#### 2025 TARGET

#### PERCENTAGE OF 2025 TARGET MET





#### SATC EXPERIENCE NATURE TOURISM FUND



13<sup>†</sup>

Successful

projects

\$531,884 **Funding** 

amount

\$913,819 Total project

#### REGIONAL EVENTS



38 SATC funded events

#### ACCOMMODATION



20,867

58%<sup>¤</sup> Occupancy

#### **EMPLOYMENT**



18,800 Direct jobs

9,600 Indirect jobs

1 IN 14 Jobs supported

by tourism

5,600 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. \*\*CAPACITY NOT ACTUAL. SESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.