

REGIONAL SOUTH AUSTRALIA




RVS PROGRESS SNAPSHOT1 JAN–31 DEC 2024

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.



DAY TRIPS	OVERNIGHT VISITORS	NIGHTS
 8.4M	 4.6M	 17.0M

EXPERIENCE DEVELOPMENT PROGRAM

41[†] Businesses supported

ATDW LEADS TO BUSINESSES

2.43M^{\$} Via southaustralia.com

CRUISE SHIP ARRIVALS	CAPACITY PASSENGERS & CREW
 89	 157,803 ^{**}



2024 ACTUAL EXPENDITURE



\$3.95B^{*}




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.

2025 TARGET	PERCENTAGE OF 2025 TARGET MET
 \$4B	 99%

SATC EXPERIENCE NATURE TOURISM FUND

 13 [†] Successful projects	\$531,884 Funding amount	\$913,819 Total project value
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REGIONAL EVENTS

 2,417 [^] Number of events	38 SATC funded events
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ACCOMMODATION

 20,867 Total rooms	58% [‡] Occupancy
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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. [‡]ESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.