RIVERLAND

RVS PROGRESS SNAPSHOT   **1 JAN–31 DEC 2024**

RIVERLAND PRIORITY

The Riverland's priority is to boost both visitation and the length of stay from Adelaide, as well as key interstate and international markets. To make this happen, it's all about building stronger connections—whether that's through increased collaboration, growing exciting events, creating fresh experiences, or supporting local operators.

With a focus on all parts of the visitor journey, the aim is to bring more people to the region and give them reasons to stay longer, explore more, and leave with unforgettable memories.

For more details, visit the 2025 RVS at **tourism.sa.gov.au**.

DAY TRIPS
291k

OVERNIGHT VISITORS
464k

NIGHTS
1.4M

EXPERIENCE DEVELOPMENT PROGRAM

3[†] Businesses supported

ATDW LEADS TO BUSINESSES

158K[§] Via southaustralia.com

CRUISE SHIP ARRIVALS
N/A

CAPACITY PASSENGERS & CREW
N/A

2024 ACTUAL EXPENDITURE

$236M*

📍 HEADINGS CLIFFS, RIVERLAND

2025 TARGET
$247M

PERCENTAGE OF 2025 TARGET MET
96%

SATC EXPERIENCE NATURE TOURISM FUND

1[†]	$50,000	$80,000
Successful project	Funding amount	Total project value

REGIONAL EVENTS

291[^]	4
Number of events	SATC funded events

ACCOMMODATION

2,264	56%[¤]
Total rooms	Occupancy

EMPLOYMENT

1,000	500
Direct jobs	Indirect jobs
1 IN 19	350
Jobs supported by tourism	Tourism businesses

SOUTH AUSTRALIA

SOUTH AUSTRALIAN REGIONAL VISITOR STRATEGY