

RIVERLAND

RVS PROGRESS SNAPSHOT1 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	OVERNIGHT VISITORS	NIGHTS
 291k	 464k	 1.4M

EXPERIENCE DEVELOPMENT PROGRAM

 3 [†]	Businesses supported
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ATDW LEADS TO BUSINESSES

 158K [§]	Via southaustralia.com
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CRUISE SHIP ARRIVALS	CAPACITY PASSENGERS & CREW
 N/A	 N/A



2024 ACTUAL EXPENDITURE


\$236M*




REGIONAL HIGHLIGHT



The Riverland welcomed over 2,000 visitors for the AusCycling Masters & Junior Road Racing Championships—four days of fast wheels, fresh air, and a great boost for the region, with more than 40% of attendees rolling in from interstate.

2025 TARGET	PERCENTAGE OF 2025 TARGET MET
 \$247M	 96%

SATC EXPERIENCE NATURE TOURISM FUND

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

 291 [^] Number of events	4 SATC funded events
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ACCOMMODATION

 2,264 Total rooms	56% [‡] Occupancy
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EMPLOYMENT

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