

# RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | BAROSSA

## REGIONAL PRIORITY

The main priority for driving future growth to the Barossa is to continue to increase overnight visitation from intrastate, interstate and overseas markets focusing on refreshed and new unique accommodation offerings and visitor experiences. While the region receives 3.5day trip visitors for every overnight visitor, overnight visitors deliver nearly two thirds of total visitor spend. For more details refer to 2025 RVS at [tourism.sa.gov.au](http://tourism.sa.gov.au)



ATDW LEADS TO BUSINESSES

**134,819**

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

**813K**



NIGHTS

**489K**



OVERNIGHT

**230K**



NEW PRODUCTS/EXPERIENCES

**26**



NEW TOURISM SIGNS

**27**

## EMPLOYMENT



**800**

DIRECT  
JOBS

**400**

INDIRECT  
JOBS

**1 IN 23**

JOBS SUPPORTED  
BY TOURISM

**400**

TOURISM  
BUSINESSES

## 2025 TARGET

## 2021 ACTUAL

**\$291M**

**\$292M**

## SATC GREAT STATE VOUCHERS (1-6)



**142**

NUMBER OF TOURISM  
BUSINESSES

**7,229**

NUMBER OF  
BOOKINGS

## SATC TOURISM INDUSTRY DEVELOPMENT FUND



**18**

SUCCESSFUL  
PROJECTS

**\$2,976,185**

FUNDING  
AMOUNT

**\$11,134,722**

TOTAL PROJECT  
VALUE

## REGIONAL EVENTS



**163<sup>†</sup>**

NUMBER OF  
EVENTS

**2**

FUNDED  
EVENTS

**\$45,000**

SATC  
FUNDING

## ACCOMMODATION



**22**

NEW  
ROOMS

**173**

REFURBISHED  
ROOMS

**962**

TOTAL  
ROOMS

**60%<sup>\*\*</sup>**

OCCUPANCY

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2021, STR GLOBAL YEAR END DECEMBER 2021, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2021\*, AUSTRALIAN BUREAU OF STATISTICS \* DATA CAPTURED FOR YEAR END JUNE 2020. † EVENTS ON AVERAGE OVER 12 MONTH PERIOD\*\* ON AVERAGE\*



SOUTH AUSTRALIAN  
**REGIONAL**  
VISITOR STRATEGY