## RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | BAROSSA

## REGIONAL PRIORITY

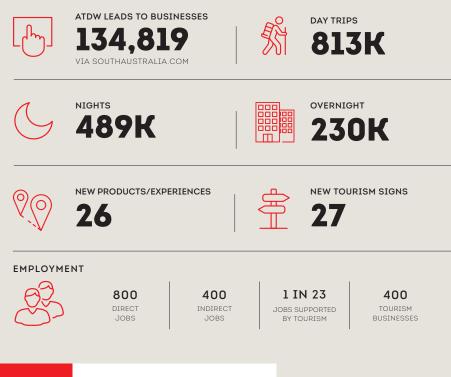
2025 TARGET

\$291M

2021 ACTUAL

\$292M

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** 



## SATC GREAT STATE VOUCHERS (1-6) 7.229 142 NUMBER OF TOURISM NUMBER OF BUSINESSES BOOKINGS SATC TOURISM INDUSTRY DEVELOPMENT FUND \$2.976.185 \$11.134.722 18 TOTAL PROJECT FUNDING PROJECTS AMOUNT VALUE **REGIONAL EVENTS** 163<sup>+</sup> 2 \$45,000 NUMBER OF FUNDED SATC EVENTS FUNDING EVENTS ACCOMMODATION 962 22 173 60%\*\* NEW REFURBISHED TOTAL OCCUPANCY ROOMS ROOMS ROOMS

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

