

RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | ADELAIDE HILLS

REGIONAL PRIORITY

Adelaide Hills' priority is to build a resilient and sustainable industry that capitalises on its proximity to Adelaide. The region aims to convert more visitors to stay overnight, encourage day trippers to linger longer, spend more and grow repeat visitation. Of key importance is understanding and meeting changing visitor needs via regional experiences, events and strong marketing in a post-bushfire and pandemic environment. For more details refer to 2025 RVS at tourism.sa.gov.au



ATDW LEADS TO BUSINESSES

185,624

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

1.22M



NIGHTS

533K



OVERNIGHT

184K



NEW PRODUCTS/EXPERIENCES

19



NEW TOURISM SIGNS

42

EMPLOYMENT



1,400

DIRECT
JOBS

400

INDIRECT
JOBS

1 IN 17

JOBS SUPPORTED
BY TOURISM

800

TOURISM
BUSINESSES

2025 TARGET

\$245M

2021 ACTUAL

\$204M

SATC GREAT STATE VOUCHERS (1-6)



84

NUMBER OF TOURISM
BUSINESSES

6,908

NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



13

SUCCESSFUL
PROJECTS

\$3,529,735

FUNDING
AMOUNT

\$14,350,434

TOTAL PROJECT
VALUE

REGIONAL EVENTS



47⁺

NUMBER OF
EVENTS

5

FUNDED
EVENTS

\$62,500

SATC
FUNDING

ACCOMMODATION



54

NEW
ROOMS

1

REFURBISHED
ROOMS

544

TOTAL
ROOMS

60%**

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