RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | SOUTH AUSTRALIA

STATE PRIORITY

Regional tourism is critical to South Australia's visitor economy. To reach the 2025 potential, the eleven regions have collectively supported key priorities that will contribute to jobs and expenditure. Raising awareness of the South Australia's regional tourism value and its contribution to the State's visitor economy is vital. Through working better together we will continue to achieve positive outcomes across the regions.
For more details refer to 2025 RVS at **tourism.sa.gov.au**

ATDW LEADS TO BUSINESSES
1,553,596
VIA SOUTHAUSTRALIA.COM

DAY TRIPS
8.1M

NIGHTS
15.6M

OVERNIGHT
4.4M

NEW PRODUCTS/EXPERIENCES
132

NEW TOURISM SIGNS
434

EMPLOYMENT

| **18,300** DIRECT JOBS | **11,000** INDIRECT JOBS | **1 IN 12** JOBS SUPPORTED BY TOURISM | **5,300** TOURISM BUSINESSES |

2025 TARGET
$4B

2021 ACTUAL
$3.6B

SATC GREAT STATE VOUCHERS (1-6)

| **991** NUMBER OF TOURISM BUSINESSES | **37,775** NUMBER OF BOOKINGS |

SATC TOURISM INDUSTRY DEVELOPMENT FUND

| **114** SUCCESSFUL PROJECTS | **$19,994,905** FUNDING AMOUNT | **$82,694,094** TOTAL PROJECT VALUE |

REGIONAL EVENTS

| **620** [†] NUMBER OF EVENTS | **31** FUNDED EVENTS | **$340,500** SATC FUNDING |

ACCOMMODATION

| **453** NEW ROOMS | **416** REFURBISHED ROOMS | **17,096** TOTAL ROOMS | **59%** [**] OCCUPANCY |

SOUTH AUSTRALIA

SOUTH AUSTRALIAN REGIONAL VISITOR STRATEGY