

South Australia Tourism investment





Invest SA is a dedicated team of investment and business professionals within the Department of State Development that can connect investors with opportunities, industry networks, and other government agencies in the tourism sector. They provide bespoke client management services to companies looking to develop tourism offerings in South Australia.

The **Invest SA Tourism team** focuses on the attraction of major investment into the state's AUD\$9.8 billion tourism sector, including delivery of new infrastructure and product through:

- facilitating engagement across key government departments
- identifying and promoting tourism investment opportunities
- fostering partnerships with existing South Australian operators and investors
- encouraging further investment in South Australia's tourism infrastructure and accommodation assets
- increasing South Australia's destination appeal.

Invest SA maintains a portfolio of opportunities via their website invest.sa.gov.au/sectors/tourism.

Roof Climb Adelaide Oval

Image courtesy of South Australian Tourism Commission



The **South Australian Tourism Commission (SATC)** is committed to growing the state's tourism industry and increasing its contribution to the South Australian economy. The SATC markets South Australia intrastate, interstate and internationally to ensure the state is a compelling part of any Australian or international holiday. It concentrates on developing and communicating the state's competitive strengths – good living, festivals and events, premium food and wine, and accessible natural experiences.

The SATC has a dedicated **Destination Development group** that assists developers and operators with new and refreshed tourism infrastructure and experiences in South Australia. The Destination Development group focuses on the following main areas: Aviation Development, Cruise Development and Experience Development.

southaustralia.com

tourism.sa.gov.au

Acknowledgement of Country

The Department of State Development acknowledges and respects Aboriginal people as the state's first people and nations, and recognises Aboriginal people as traditional owners and occupants of South Australian land and waters.

Cover image: Monarto Safari Resort

Image courtesy of Monarto Safari Resort

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Our strengths = your opportunity



Adelaide named
"the most beautiful
city in the world"¹ and
"Australia's coolest city"²



Kangaroo Island named
Lonely Planet's #2
must-visit global
destination for 2024³



AUD\$9.8 billion
expenditure in the
year ending
December 2024⁴



39.8 million
visitor nights the year
ending December 2024⁴



Year-round conference
seasons, world-class
festivals and sporting and
leisure events are driving
record high room night
occupancy rates over 90%



2.6 million domestic
overnight visitors staying
in hotel/motel/resort
accommodation with
AUD\$2.6 billion spend in
2025. Average length of
stay was 2.5 nights with
average spend per night
of AUD\$396⁴



71,500 total tourism
jobs contribution to
economic employment –
representing 7.0%
of South Australia's
labour force⁵



Unique landscapes and
diverse visitor experiences,
from snorkelling with
giant cuttlefish on the
Eyre Peninsula – the only
place in the world where
giant cuttlefish predictably
aggregate annually on
mass, to the Flinders
Ranges – the only place
on Earth where 350 million
years of near-continuous
geological sequence
can be seen



Over 680 wineries and
more than 340 cellar
doors – with 200 of them
within a one-hour drive
of Adelaide's central
business district

¹ Architectural Digest, 2024
² The Wall Street Journal, 2023

³ The Guardian, October, 2023

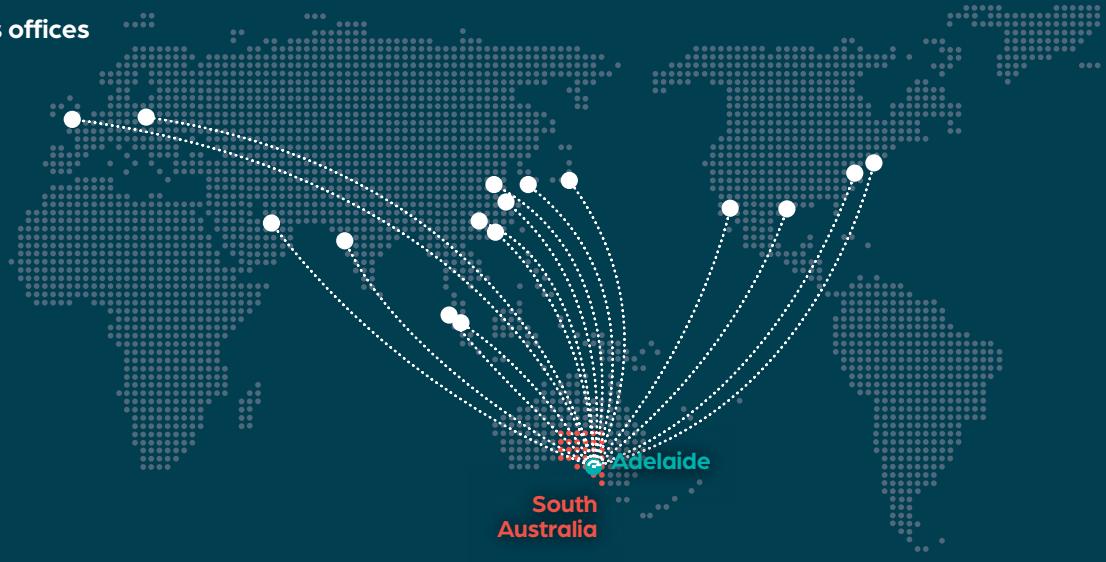
⁴ Tourism Research Australia, Year ending December 2024

⁵ Tourism Research Australia, State Tourism Satellite Account, 2023-24

Introducing South Australia

World-class tourism regions	Iconic natural landscapes and wine tourism regions with attractive experiences and the opportunity for high-end accommodation investment.
Globally recognised	Unique nature and wildlife experiences from world-class national parks, unrivalled wine regions and beaches, offering one of the most exciting and diverse landscapes.
Centrally connected	Direct flights from all Australian capital cities providing the opportunity for international visitors to extend their leisure travel in South Australia.
Renewable energy leader	Global leader in integrating wind, solar and battery energy systems into the state's energy network with 74% of the state's energy produced through wind and solar in 2024. Our innovative reputation supports the eco tourism offering of environmentally sustainable and culturally responsible accommodation and nature-based experiences.
Capability	Stamp duty abolished on commercial premise acquisitions. Zero payroll tax applies when total annual wages are under AUD\$1.5 million. Consistently ranked Australia's number one jurisdiction in economic growth ⁶ and the best location for doing business ⁷ . South Australia's land planning system recognised as the nation's best, based on efficiency, consistency, certainty, and transparency ⁷ . Global hotel leaders are here.

● Invest SA overseas offices



What SA offers investors



Invest SA helps to facilitate:

Identifying a suitable location

Connections across government for approvals

Attracting and retaining highly-skilled staff

Introductions to industry partners and networking opportunities

Planning and cross-government delivery of investment projects

Introductions to industry partners and collaboration opportunities

Sustainable economic growth

The Government of South Australia is committed to the growth of the state's tourism economy, with over AUD\$4 billion of tourism investment projects in the pipeline.⁸

The tourism industry is an important contributor to the state's economic activity, generating jobs and export dollars by attracting interstate and international visitors. With high visitation numbers, the industry is flourishing. The Government of South Australia is now committed to growing the state's visitor economy to AUD\$12.8 billion, with the creation of 16,000 new tourism jobs by 2030.⁹

And all the signs are pointing to this target being achieved.

Adelaide Airport's traffic volumes soared to new heights for the 2024 financial year. Adelaide Airport celebrated more than 8.5 million passengers travelling through the terminal, 10 per cent above the previous year. In the final quarter of the 2024 financial year, 1.9 million domestic passengers were welcomed through the airport, with demand strongest during the Easter period, Australian Football League Gather Round and LIV Golf events.¹⁰

With the return in visitor numbers, there has been a noticeable change in spending with a strong rebound in spend across both international and domestic travellers. For domestic overnight visitors, who contribute to around a third in overall visitor numbers, their average daily spend maintained its highest level in the twelve months to December 2024, at AUD\$256 compared with pre-pandemic average spend of AUD\$187 - December 2019.¹¹

A major drawcard for our visitors includes world-class year-round festivals, jam-packed sporting and leisure events calendar and buzzing conference seasons.

Together these have been driving record-high room night occupancy rates:

- record occupancy over South Australia's key festival period. Adelaide's 78 per cent **hotel occupancy rate was ranked number one across Australia and New Zealand** in April 2024, with major events including AFL Gather Round and LIV Golf Adelaide hosting a combined almost 3,100 delegates during the month¹¹.
- record 10,418 occupied room nights reached during December 2024 with key events during the period including the National Pharmacies Christmas Pageant, bp Adelaide Grand Final and the NRMA Insurance Men's Ashes Test.¹¹



Businesses are backing tourism

The number of tourism-related businesses are increasing, with average growth of 1.7 per cent each year between 2020 to 2024.¹²

South Australians love exploring their own backyard

South Australian tourism is strongly underpinned by domestic demand. Currently, Australians who are travelling are spending more, whether it be for a holiday, visiting friends and relatives, or for business¹¹. Domestic travel supports regional tourism and smooths tourism seasonality.

⁸ Investment projects in South Australia, Government of South Australia, Department of Treasury and Finance (October 2023)

⁹ Tourism Plan 2023

¹⁰ Adelaide Airport Limited July 2024

¹¹ Adelaide hotel occupancy ranks number one in Australia and New Zealand, Government of South Australia 2024

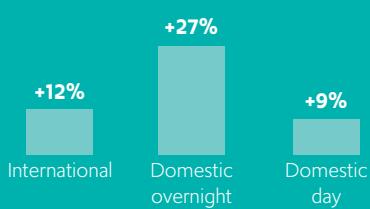
¹² Tourism Research Australia, Tourism Businesses in Australia 2023-24



Growth of overnight domestic visitor expenditure for South Australia by purpose of visit (year ending Dec 2019 to year ending Dec 2024)



South Australian tourism strongly underpinned by domestic demand
(percentage change in visitor expenditure between year ending Dec 2019 to year ending Dec 2024)



Source: Tourism Research Australia

South Australia – Tourism investment

- **Domestic expenditure in South Australia (i.e. day and overnight) reached AUD\$8.5 billion for year ending December 2024, an increase of 23% from December 2019**
- **Domestic day trip expenditure increased by 9% to AUD\$1.8 billion for year ending December 2024**
- **South Australian traveller expenditure was around 1.3 times larger than interstate visitor spend**

Source: National Visitor Survey, December 2024

Adelaide is a city of opportunity that embraces innovation, creativity and growth.

There is significant opportunity to invest in new bucket-list experiences and premium accommodation infrastructure across South Australia.

The growing number of world-class festivals, international sporting events and conference offerings in the Adelaide central business district and across South Australia, sees accommodation demand continuing to increase. Since 2020, Adelaide has seen the opening of 11 new hotels of the highest international standards in the central business district, with growing investment from international hotel brands and occupancy rates well above sustainable levels. These new hotels provide a combined total of 1,752 additional rooms (2020 to 2024) in response to the ever-growing demand for quality leisure and business accommodation.

Accommodation demand is expected to increase. A greater diversity of accommodation offerings, including premium economy and four-star properties, are adding to Adelaide's appeal and support for the state's growing visitor economy. Further opportunities exist for additional hotel developments and the refurbishment of existing properties in key locations.

Reflecting the increasing demand for accommodation outside of the central business district, there are a number of hotel developments progressing in residential areas including Port Adelaide and Glenelg, providing investors with diverse opportunities. New or refreshed accommodation will be needed to support the growing skilled workforce and business leaders, particularly as South Australia's presence in defence, renewable energy, green economy, space, food manufacturing and other key sectors increases.

New hotels opened in the Adelaide central business district 2020 to 2024

Adelaide Marriott Hotel	285 rooms
Adelaide Oval Hotel	138 rooms
Crowne Plaza	320 rooms
EOS by SkyCity Hotel	120 rooms
Hotel Indigo	145 rooms
La Loft	88 rooms
Majestic Hotel	91 rooms
Sofitel Adelaide	251 rooms
Tom's Court Hotel	71 rooms
TRYP Hotel	120 rooms
Vibe Hotel	123 rooms

Adelaide metropolitan hotel developments underway or announced

AUD\$400 million Market Square redevelopment, Adelaide Central Market featuring Treehouse Hotel with 248 rooms

AUD \$400 million Keystone Tower, North Terrace with 240 rooms

AUD\$130 million Crystalbrook Sam with 206 rooms

AUD \$74 million Little National Hotel on North Terrace with 214 rooms

AUD \$40 million Amora Hotels and Resorts refurbishment, Victoria Square hotel (formerly Hilton Adelaide)

AUD\$35 million Quest II Port Adelaide with 90 rooms





Adelaide offers accommodation investors opportunities to acquire and refurbish existing hotels or repurpose office buildings for tourism use.

Pelligrina Group recently embarked on a major internal and external upgrade of an ageing office building on King William Street. Opening in 2026, **Veriu Adelaide** will become a 'landmark' mixed-use development in the city, featuring 111 serviced apartments, including a mix of studios, interconnecting studios and one-bedroom suites, conference facilities and a gym.

Accommodation growth

- AUD\$4 billion in domestic visitor spend on commercial accommodation in year ending December 2024¹³
- 72% average occupancy for Adelaide hotels in 2024, 58% in regional South Australia¹⁴
- Across Australia, four out of South Australia's 12 tourism regions were in the top 20 highest occupancy rates in 2022–24 (Adelaide Hills, Eyre Peninsula, Adelaide and Limestone Coast)¹⁴

Adelaide named
"The most beautiful city
in the world"¹⁵

¹³ Tourism Research Australia
¹⁴ STR
¹⁵ Architectural Digest, 2024

Adelaide
Image courtesy of joeyjoenes

A growing regional economy

Regional tourism is thriving, with South Australia's unique and diverse natural assets and experiences, quality fresh produce and internationally recognised wine regions. South Australia's diverse landscape offers distinctive product offerings and significant investment potential, with expenditure in regional South Australia representing 40 cents in every tourism dollar spent in the state.¹⁶

Demand for regional accommodation reached an average occupancy rate of 58 per cent, from 2023 to 2024. The latest results for 2025 suggest that this will continue throughout 2025. Besides the steady occupancy rate, the average daily revenue per available room increased by 16 per cent, reaching AUD\$216 in 2024.¹⁷

For the year ending December 2024, regional visitor expenditure was AUD\$4.0 billion, a significant increase of 30% from the year ending December 2019.¹⁶

Opportunities exist for investors to develop iconic accommodation and experiences in regional South Australia, expand tourism offerings and leverage increased demand in the state's regions.

The Government of South Australia has directly supported regional tourism investment through its AUD\$122 million Economic Recovery Fund.

Key objectives of the Economic Recovery Fund (Regional Tourism Infrastructure Development) included:

- developing or enhancing tourism infrastructure, or facilitating new private sector investment in building new accommodation in areas of need within regional South Australia
- supporting private projects that require infrastructure builds or upgrades to better provide a tourism experience, such as new attractions

Invest SA works with proponents to identify available State and Federal funding programs.

South Australian regional developments underway or announced

InterContinental Hotels & Resorts Lyndoch	Luxury hotel with 150 rooms, a premium signature 130 seat restaurant, pool, day spa and fitness centre. Forecast to open in 2028
Lancemore – McLaren Vale Resort	124 rooms, 250 person conference venue, 100 seat restaurant
Monarto Safari Resort (from May, 2025)	78 room Hotel with conference and event spaces, restaurant and day spa, plus a Safari Lodge with 20 luxury tents
Nexus Hotel Barossa	80 rooms, 270-degree views of the Barossa Valley
Stirling Golf Club – Mt Lofty Estate	56 units, 32 multi-bedroom apartments, 124 rooms
The Cliffs - Kangaroo Island	A world-class championship golf course, clubhouse, restaurants, pro shop and practice facilities, along with purpose-built, on-site accommodation
The Oscar at Seppeltsfield	71 balcony rooms and suites, fine dining restaurant, roof-top bar with 360-degree views

¹⁶ Tourism Research Australia
¹⁷ STR



SEPPELTSFIELD BAROSSA

Seppeltsfield Barossa – “Gold winner of the 2024 Qantas Australian Tourism Awards for Tourism Wineries, Distilleries & Breweries”¹⁸

¹⁸ 2024 Qantas Australian Tourism Awards for Tourism Wineries, Distilleries & Breweries



Seppeltsfield Barossa, Barossa Valley
Image courtesy of Seppeltsfield Barossa



Old Coach Road Estate – Gold winner of the 2024 Qantas Australian Tourism Awards for Self-contained Accommodation¹⁹

¹⁹ 2024 Qantas Australian Tourism Awards for Self-Contained Accommodation

Old Coach Road Estate, Hindmarsh Valley, SA
Image courtesy of Old Coach Road Estate

Regional growth development

South Australia is known for delivering some of the world's best food and drink experiences, led by the production of globally recognised wines. Also leading the way with experiential travel, South Australia's natural landscape lends itself to off-grid cabins, eco-pods and luxury accommodation with an integration of sustainable and cultural leisure experiences.

Exceptional food and drink experiences

South Australia is recognised as the Great Wine Capital of Australia and is internationally recognised for producing some of the best Australian wines. From the Barossa Valley and the Adelaide Hills, to the Clare Valley and Coonawarra, over 680 wineries and more than 340 cellar doors offer a diverse range of wines and unbeatable cellar door experiences - and 200 of those cellar doors are within a one-hour drive of Adelaide.

The one-of-a-kind d'Arenberg Cube cellar door, situated within the d'Arenberg vineyards in McLaren Vale, is a five-storey Rubik's cube-like design, inspired by the puzzle that is wine-making. It houses a museum, restaurant, exhibition space and a tasting room featuring award-winning wines. Seppeltsfield, an iconic Barossa Valley winery, is home to the longest lineage of single vintage wines anywhere in the world and offers the rare opportunity to sample Para Vintage Tawny from your birth year, straight out of the barrel.

Recent international and national award winners:

- **World's top food destination for 2025: SA region (Clare Valley) named the world's top food destination for 2025 (Condé Nast Traveler - The best places to eat in 2025)**
- **World's best of La Liste 2025 Restaurant awards**
93% Restaurant Botanic
81.5% Penfold's Magill Estate
- **Max Score in 2025 - Chef Hat Awards Restaurant Botanic (Australian Good Food Guide)**
- **2025 World Cheese Awards' Gold medal: Woodside Cheese Wrights' "Florence" cheese (Adelaide Hills)**
- **2025 HM Awards for Hotel & Accommodation Excellence's Hotel Chef of the Year: - Luma Restaurant & Bar (Adelaide)**
- **Best Culinary Experience Hotel in the world for 2023-2024: Watervale Hotel (Clare Valley)**
- **Gold winner of the 2024 Qantas Australian Tourism Awards for Self-contained Accommodation - Old Coach Road Estate**
- **Gold winner of the 2024 Qantas Australian Tourism Awards for Tourism Wineries, Distilleries & Breweries - Seppeltsfield Barossa**
- **Hotel Chef of the Year 2024 - HM Awards for Hotel and Accommodation Excellence - Luma Restaurant & Bar (Adelaide)**
- **#1 Small Hotel Award in Australia & South Pacific 2023-2024 and #1 Luxury Hotel in Australia & South Pacific 2024 - Mount Lofty House (Adelaide Hills)**
- **South Australia leads the nation in new restaurant and café openings (Australian Bureau of Statistics) January 2025 - South Australia had outperformed all other states with 141 new restaurant and café openings**

Immersive nature and wildlife experiences

We are now in a time recognised by Tourism Australia as the "Great Reconnect." As travellers actively seek new nature-based and adventure experiences, South Australia offers one of the most pristine wilderness destinations that delivers on the needs and motivations of these individuals.

South Australia is the only place in Australia, and one of the few places globally, where you can cage dive with great white sharks. South Australia's Eyre Peninsula is the only place in the world where giant cuttlefish predictably aggregate en masse annually, and one of only three locations in the world where you can snorkel or dive with these unique animals.

Located only 20 minutes from the Adelaide central business district, Cleland Wildlife Park is one of the few places in Australia where you can hold a koala and walk amongst native wildlife in their natural habitat. Covering over 35 hectares, Cleland Wildlife Park provides a range of opportunities to get up-close to some of South Australia's most iconic wildlife.

The Flinders Ranges are a range of mountains stretching 400 kilometres in length and are the only place where 350 million years of near-continuous geological sequence can be seen. Wilpena Pound is the crowning jewel in the heart of the Flinders Ranges, a remarkable natural bowl-like amphitheatre which is 17 kilometres long and eight kilometres wide. Travellers can explore the ancient ranges in many ways, from walking along the Heysen Trail, flying over in a helicopter, or driving along the Aboriginal Dreaming Trail.

South Australia is open to investment opportunities that expand the diversity of experiences for tourists at these exclusive locations.

The Cliffs Kangaroo Island Clubhouse render



Iconic bucket-list attractions are increasing the length of visitor stays and demand for quality accommodation.

The Cliffs Kangaroo Island, Penneshaw Pub & Seafront assets

In 2026, The Cliffs Kangaroo Island will deliver one of the world's bucket-list golfing destinations. This development, currently under construction, will include a world-class championship golf course, clubhouse, restaurants, pro shop and practice facilities along with purpose built, on-site accommodation. The Cliffs Kangaroo Island is expected to draw upwards of 40,000 tourists from across the globe in its first year.

Encircled by jaw-dropping coastline, mesmerising natural wonders and abundant wildlife, this investment complements the nature-based tourism experiences on Kangaroo Island, where visitors can walk amongst the sea lion colony on Seal Bay; wander through the gigantic boulders at Remarkable Rocks, which have been shaped by the erosive forces of wind, sea spray and rain over 500 million years; and explore Flinders Chase National Park, known for its dense bushland, soaring cliffs, untouched white sandy beaches and abundance of native wildlife.

Monarto Safari Park

Located within an hour's drive of Adelaide in South Australia, Monarto Safari Resort is nestled within Monarto Safari Park and Wild Africa precincts, situated in the heart of the picturesque Murraylands.

This new multi-million-dollar resort is perfectly suited for families, couples, adventure seekers, and those wanting to unwind while being surrounded by stunning wildlife. Guests will be able to view southern white rhinoceros, cheetah, hippopotamus, zebra, giraffe, antelope and ostrich as they gather around waterholes and roam the grassland plains. See native and exotic animals within metres of the resort and experience some of the World's most iconic endangered species.

With 78 spacious and beautifully designed rooms and suites, and 20 safari tents, the resort caters to those seeking an escape from the everyday. The resort will also feature a world-class spa, including treatment rooms, thermal plunge pool, ice bath and sauna, conference, function and restaurant spaces, two swimming pools and 20 luxury tents in the Safari Lodge. The hotel will open in May 2025 while the Lodge will open in the Summer of 2025.

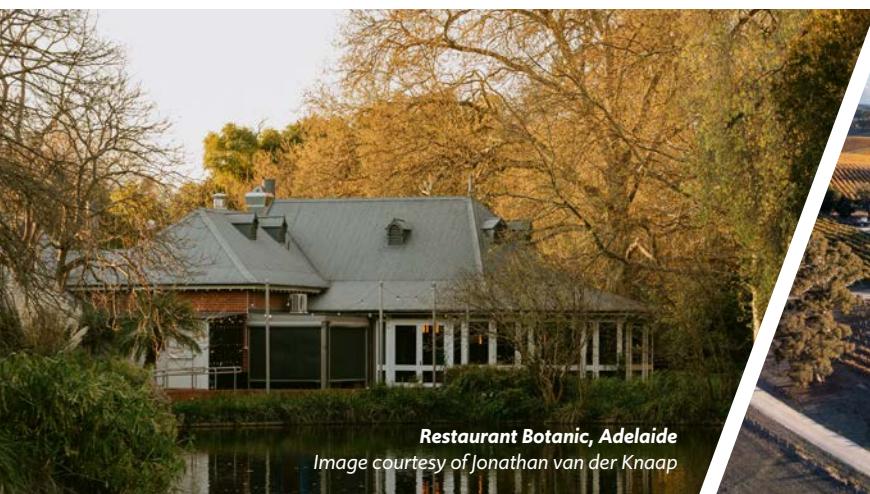
Shell V Power Motorsport Park at The Bend

Located approximately 80 minutes from Adelaide, this AUD\$150+ million precinct offers further proof that regional South Australia is ideal for world-class tourism infrastructure and accommodation investment. Attracting an additional 339,000 visitors to the region annually since opening in 2018, the Shell V-Power Motorsport Park at The Bend includes a 7.77-kilometre racing circuit - one of the world's longest permanent circuits, second only to Nürburgring in Germany - as well as on-site accommodation through the 100-room Rydges Pit Lane Hotel and the BIG4 The Bend Holiday Park.

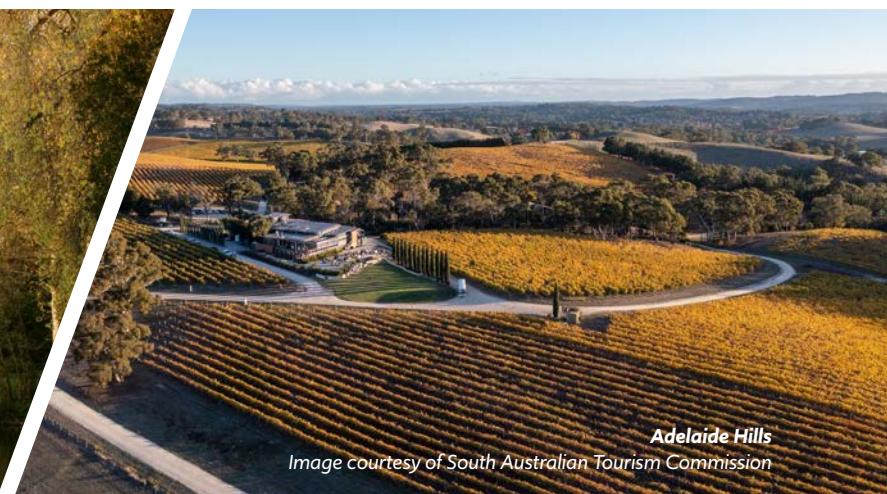
The international, award-winning motorsport facility hosts an array of events each year including the Supercars Championship endurance event, Harley-Davidson 2025 All Bike Nationals and the Sodi World Series.

South Australian tourism destinations

South Australia's tourism sector is underpinned by its reputation as a world-class holiday destination with unique experiences. From the rugged coastline and diverse wildlife of Kangaroo Island to some of Australia's oldest and premier vineyards in the Barossa Valley wine region, and Port Lincoln, one of the few places globally where you can cage-dive with great white sharks - these regions hold the ability to accommodate greater visitor demand and are primed for further investment opportunities.



Restaurant Botanic, Adelaide
Image courtesy of Jonathan van der Knaap



Adelaide Hills
Image courtesy of South Australian Tourism Commission

Adelaide

Surrounded by lush parklands, Adelaide is known for its food and wine culture, an array of quality alfresco restaurants and bars, world-class festivals and events, and a thriving arts scene.

Key attractions:

- Restaurant Botanic – multi award winning restaurant in a heritage rotunda with a fresh contemporary interior, spectacular garden and pond view
- Adelaide Festival - internationally recognised as Australia's pre-eminent arts festival.
- Adelaide Botanic Gardens – an oasis in the heart of the city spanning 50 hectares
- Adelaide Oval – described as one of the most picturesque sporting grounds in the world
- Penfolds Magill Estate – one of the world's few urban vineyards
- Adelaide Zoo - see the Southern Hemisphere's only breeding pair of Giant Pandas.

Average visits: domestic day 4.7 million; domestic overnight 3.9 million; international overnight 402,000 (December 2024)²⁰

Adelaide Hills

Distance from the Adelaide central business district: 31.0 kilometres. Famous for cool-climate wines, rolling vineyards, natural bushland and fresh produce.

Key attractions:

- Mount Lofty House - winner of numerous hotel industry awards across multiple categories including Food & Wine
- Woodside Cheese Wrights – winner of several international gold awards²¹
- Lot 100 Restaurant, Adelaide Hills Distillery – makers of the international award winning '78 Degrees' Gin
- Cleland Wildlife Park, National Motor Museum, Mount Lofty Summit, Beerenberg Farm, and the German town of Hahndorf.

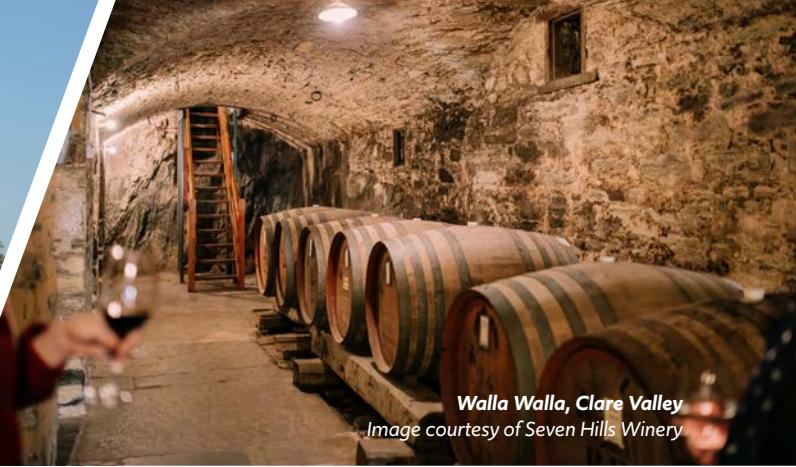
Average visits: domestic day 1.1 million; domestic overnight 190,000; international overnight 9,000 (December 2024)²⁰

²⁰ Tourism Research Australia

²¹ 2024 World Championship Cheese Contest



Barossa Valley Ballooning, Barossa Valley
Image courtesy of Exploring9to5



Walla Walla, Clare Valley
Image courtesy of Seven Hills Winery

Barossa Valley

Distance from the Adelaide central business district: 75.0 kilometres. Over 80 cellar doors offering some of the most awarded wines in the world and some of Australia's internationally acclaimed culinary experiences.

Key attractions:

- Daily hot air balloon flights over some of the oldest vines in the world, home to iconic cellar doors including Henschke, Rockford Wines, Seppeltsfield, and Jacob's Creek.

Average visits: domestic day 898,000; domestic overnight 232,000; international overnight 12,000²³

Clare Valley

Distance from the Adelaide central business district: 142.4 kilometres. The region offers more than 50 cellar doors located between Auburn and Clare, along a 40-kilometre bicycle corridor. It is known for its signature wine, Riesling. **South Australian Clare Valley region was named the world's top food destination for 2025 by Condé Nast Traveler's The best places to eat in 2025.**

Key attractions:

- Watervale Hotel - named the Best Culinary Experience Hotel in the world for 2023-2024²¹, walk or cycling the Riesling Trail, explore historic Mintaro and Martindale Hall, sample Taylors Estate's 2020 Shiraz – crowned the best wine in the world.²⁴

Average visits: domestic day 356,000; domestic overnight 218,000; international overnight 5,000²⁰

Experience Coffin Bay, Eyre Peninsula
Image courtesy of Tourism Australia



Eyre Peninsula

Distance from the Adelaide central business district:

636.5 kilometres. Boasts world-renowned seafood, luxury accommodation and abundant wildlife.

Key attractions:

- Sampling the fresh and famous Coffin Bay oysters, rare opportunities to snorkel with protected giant cuttlefish and cage dive with great white sharks, swim with sea lions, Lake McDonnell - the Instagrammable pink Salt Lake, spectacular viewing experience of the Southern Right Whale at Fowlers Bay.

Average visits: domestic day 401,000; domestic overnight 442,000; international overnight 13,000²²



d'Arenberg Cube, Fleurieu Peninsula
Image courtesy of South Australian Tourism Commission

Fleurieu Peninsula

Distance from the Adelaide central business district:

87.8 kilometres. Some of South Australia's finest coastal, scenic and culinary experiences, discovering charming towns including McLaren Vale.

Key attractions:

- Old Coach Road Estate - Gold winner of the 2024 Qantas Australian Tourism Awards for Self-contained Accommodation.²⁵
- d'Arenberg Cube, world-renowned wine labels and gastronomic experiences, Naiko Retreat – 2024 SA Tourism Awards Hall of Fame winner.²⁶

Average visits: domestic day 2.6 million; domestic overnight 699,000; international overnight 28,000²²

²² Tourism Research Australia

²³ Luxlife Magazine's Travel and Tourism Awards, 2023-2024

²⁴ VINUS International Wine & Spirits competition, International Champion 2022

²⁵ 2024 Qantas Australian Tourism Awards for Self-Contained Accommodation

TiCSA, 2023

Bunyeroo Valley, Flinders Ranges
Image courtesy of Emile Ristevski



Seal Bay Conservation Park Kangaroo Island
Image courtesy of Kangaroo Island Tourism Alliance



Flinders Ranges & Outback

Distance from the Adelaide central business district:

427.9 kilometres. Rugged 540-million-year landscape surrounded by ancient mountain ranges, spectacular gorges and sheltered creeks.

Key attractions:

- Wilpena Pound in the heart of the north Flinders Ranges offering a remarkable natural bowl-like amphitheatre, 4WD tours, waterholes and rare wildlife and plants
- Nilpena Ediacara National Park – world's oldest fossil site and listed on Australia's National Heritage List, ancient Aboriginal cave paintings and St Mary Peak – the tallest mountain in the Flinders.

Average visits: domestic day 556,000; domestic overnight 662,000; international overnight 37,000²⁷

Kangaroo Island

Distance from the Adelaide central business district:

210.0 kilometres. Kangaroo Island named Lonely Planet's #2 must-visit global destination for 2024²⁸. Offering one of the world's most pristine wilderness destinations with a raw and rugged coastline, impeccably clear waters, natural wonders and wildlife, mouth-watering food and wine, or visit the Kangaroo Island Spirits' distillery and sample one of the best gins in the world.²⁹

Key attractions:

- Seal Bay Conservation Park – Australia's third largest sea lion colony, Flinders Chase National Park
- Remarkable Rocks, Admirals Arch, swim with wild dolphins
- The Enchanted Fig Tree gastronomical dining experience – nestled within a 120-year-old fig tree.

Average visits: domestic day 92,000; domestic overnight 152,000; international overnight 30,000²⁷

Umpherston Sinkhole, Limestone Coast
Image courtesy of Offroad Images



Limestone Coast

Distance from the Adelaide central business district:

306.5 kilometres. Home to some of South Australia's most spectacular natural wonders, cellar doors, restaurants and fresh produce.

Key attractions:

- Mount Gambier's landmark attraction – the ever-changing Blue Lake situated within a dormant volcanic crater
- Umpherston Sinkhole, Naracoorte Caves National Park - South Australia's only UNESCO World Heritage site
- Coonawarra wine region – producing some of the world's best Cabernet, unspoilt seaside towns of Robe and Kingston, dine on succulent Southern Rock Lobster.

Average visits: domestic day 656,000; domestic overnight 775,000; international overnight 32,000²⁷

²⁷ Tourism Research Australia

²⁸ Lonely Planet's Top Regions Hotlist 2024

²⁹ International Wine & Spirits Competition, Gold Outstanding medal winner



**International Dark Sky Reserve,
Murray River, Lakes & Coorong**
Image courtesy of Laszlo Bilki

Murray River, Lakes & Coorong

Distance from the Adelaide central business district: 638 kilometres. The Murray River, one of the world's longest navigable rivers, embodies natural beauty and boasts a wealth of native produce, breathtaking scenery and Australian wildlife.

Key attractions:

- Australia's only International Dark Sky Reserve
- Monarto Safari Park – the largest open-range safari experience outside Africa
- Shell V Power Motorsport Park at The Bend
- Cruise aboard the Murray Princess - the Southern Hemisphere's largest inland paddle-wheeler
- Stay at the award-winning Bridgeport Hotel overlooking the Murray River.³¹

Average visits: domestic day 677 000; domestic overnight 382,000; international overnight 15,000³⁰



Riverland

Distance from the Adelaide central business district: 174 kilometres. Accommodation ranging from five-star luxury and off-grid cabins nestled in nature, floating downstream on a houseboat, to camping and caravan locations.

Key attractions:

- Houseboating on the Murray River, water-based activities, local produce, native bird life.

Average visits: domestic day 291,000; domestic overnight 456,000; international overnight 7,000³⁰



Yorke Peninsula

Distance from the Adelaide central business district: 183 kilometres. Destination for outdoor enthusiasts and adventure seekers with fishing, boating, surfing, swimming, camping, bushwalking and wildlife experiences, along 700 kilometres of pristine coastline.

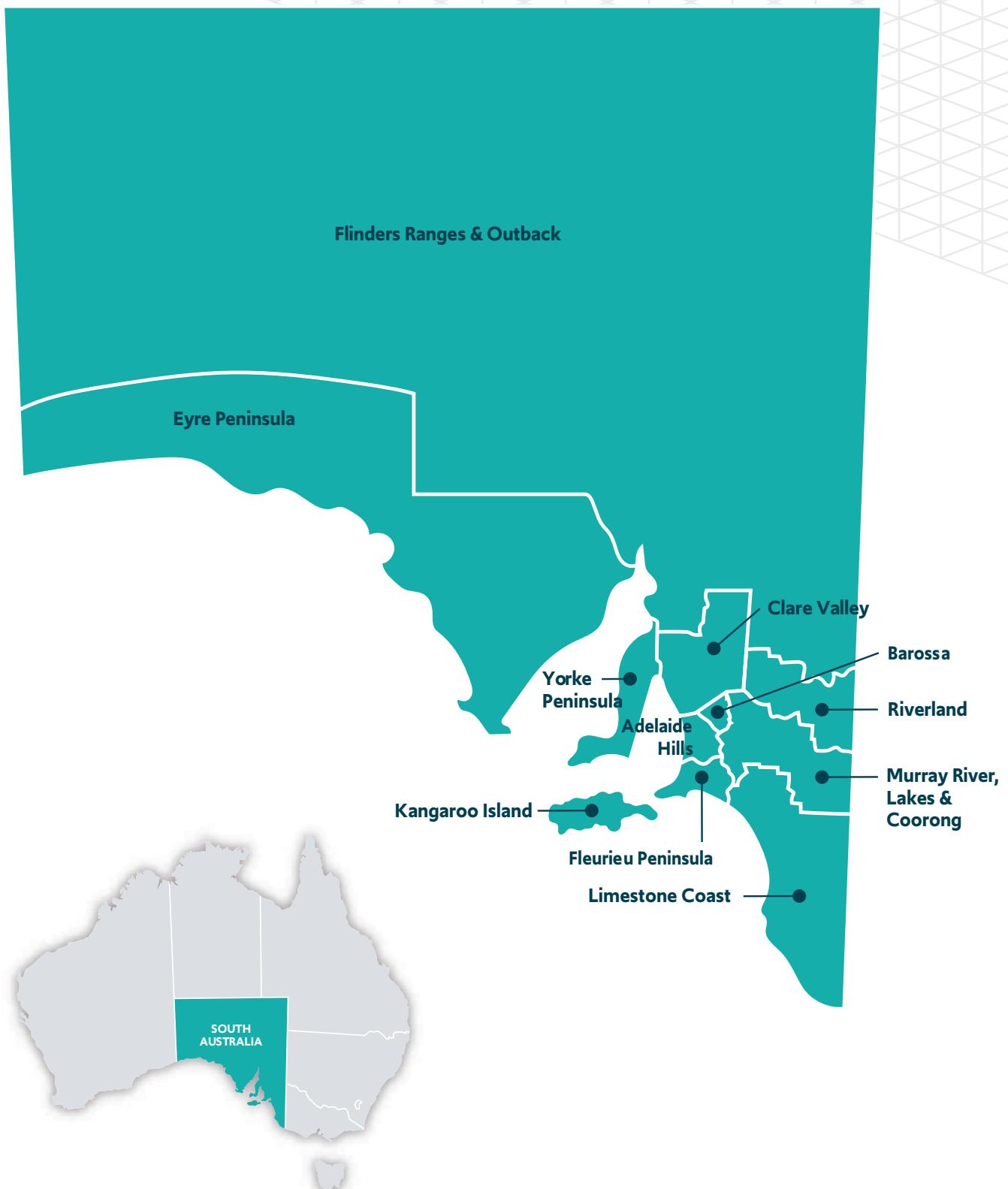
Key attractions:

- Dhilba Guuranda-Innes National Park
- Cape Spencer Lighthouse, book a deep-sea fishing charter and experience some of the most sensational deep, off-shore reef and blue water game fishing
- Explore the rich mining heritage of the Copper Coast towns of Kadina, Wallaroo and Moonta.

Average visits: domestic day 725,000; domestic overnight 612,000; international overnight 8,000³⁰

³⁰ Tourism Research Australia
³¹ SA Tourism Awards, 2023, Silver award

Regions of South Australia



Experience development

Agritourism

South Australia is set to become a world-leading agritourism destination, supporting increasing demand for on-farm tourism accommodation and experiences showcasing the state's renowned wine and produce.

Agritourism in South Australia is a dynamic sector that merges agriculture with tourism, offering immersive experiences that connect visitors with the state's rich farming heritage and premium produce. Agritourism is a key element of South Australia's tourism strategy, leveraging its reputation for high-quality food and wine to attract both domestic and international visitors. Visitor experiences in this industry include

- farm stays and accommodation on working farms
- hands-on experiences including fruit picking, cheese making and wine tasting
- educational tours showcasing sustainable farming practices
- culinary experiences featuring farm-to-table dining
- wildlife and nature experiences on pastoral lands and reserves.

Adelaide is part of the exclusive group of Great Wine Capitals – an internationally renowned network strengthening the state's reputation for premium food and wine tourism. South Australia, the historic heart of Australian wine, is indisputably Australia's wine state, growing over 50 per cent of the winegrapes that go into Australian wines. South Australia produces 80 per cent share of Australia's premium wine and has more than a 50 per cent share of premium Australian wine sales, domestically and abroad.

The stunning coastline of the Eyre Peninsula is known as Australia's seafood hot-spot with Coffin Bay renown for its oysters in restaurants around Australia. Visitors wanting to learn how the oysters are harvested was the catalyst in creating a unique dining experience, the only tour in the world where you can sit in the water and taste fresh oysters straight out of the sea.

South Australia currently attracts 10 per cent of Australia's farm and farm gate visitors and is setting an ambitious goal to grow visitor spend to AUD\$295 million by December 2025.³²

Case Study 1: Beerenberg Family Farm, Hahndorf

Beerenberg Family Farm, nestled in Hahndorf in the picturesque Adelaide Hills, is an award-winning agritourism destination that seamlessly blends farm experiences with gourmet delights. Established in 1839, the farm has evolved into a globally recognised producer of jams, condiments, sauces, chutneys and dressings, all crafted from locally grown ingredients.

Suitable for food lovers, families seeking a fun outing, or individuals interested in experiencing farm life, the farm provides unique experiences, from filling up your basket with freshly hand-picked juicy strawberries, to providing onsite cooking demonstrations and sampling delicious farm-made ice cream with freshly churned milk.



Beerenberg Farm Adelaide Hills
Image courtesy of Megan Crabb

³² South Australia Agritourism sector plan 2025, South Australian Tourism Commission

Island Beehive, Kangaroo Island
Image courtesy of South Australian Tourism Commission



Case study 2: Ligurian bee honey, Kangaroo Island

Kangaroo Island is renowned for producing the world's only source of pure Ligurian bee honey. It is the oldest bee sanctuary in the world. Visitors to the island have the chance to taste distinctive honey varieties and learn about the island's beekeeping traditions, including engaging with local beekeepers to learn about honey production, pollination services and the vital role bees play in agriculture.

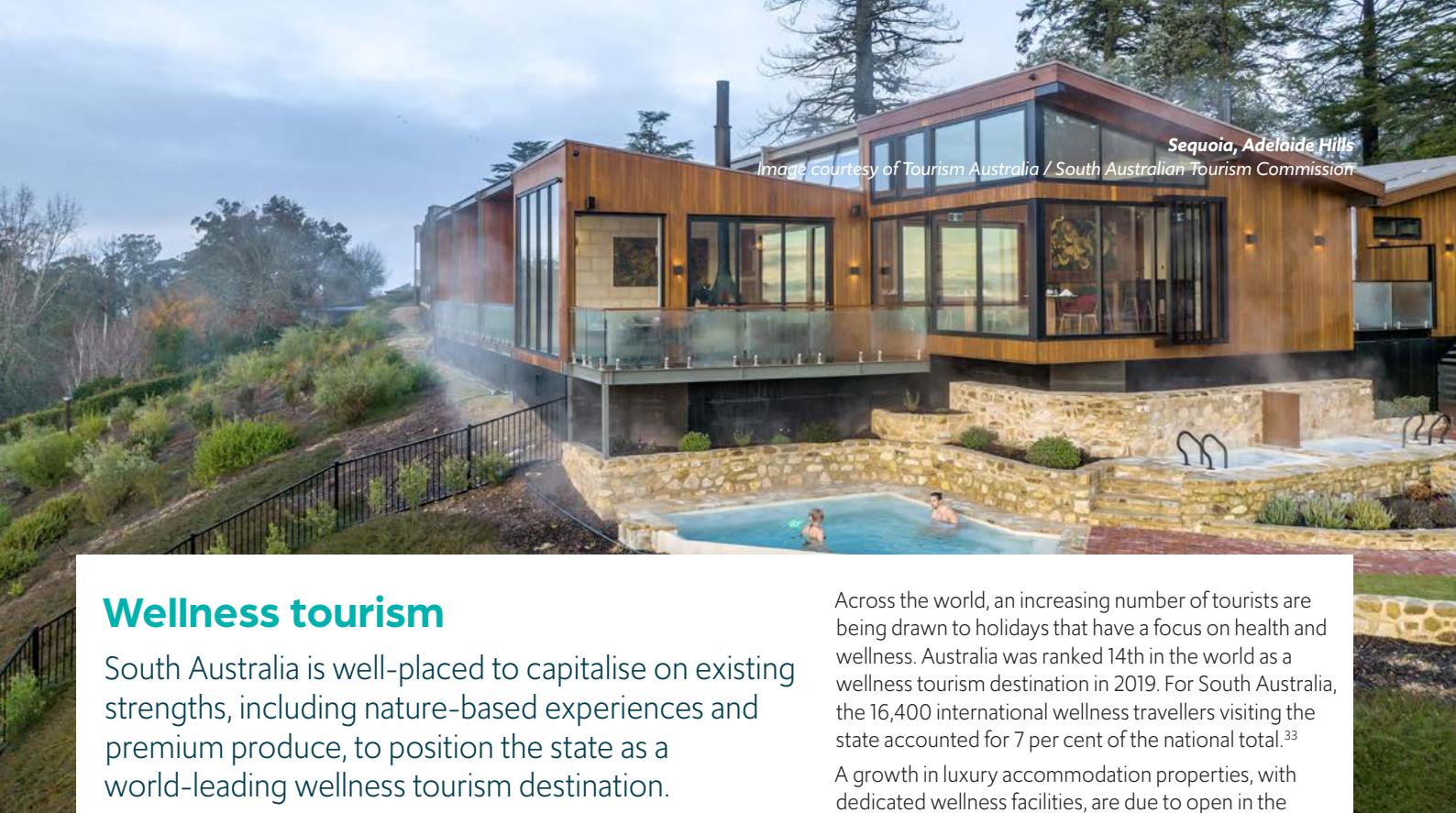
Ranked Lonely Planet's #2 destination in their prestigious Best in Travel 2024 list, Kangaroo Island is recognised as a premier eco tourism destination. With over 40 per cent of the island composed of national parks and conservation areas, with no genetically modified grains allowed to be grown, the bees, flora and fauna live in one of the cleanest, unpolluted regions of the world.

Case study 3: Mayura Station, Canunda

Mayura Station is located in South Australia's Limestone Coast region. With naturally sculptured rolling hills and fertile soils, a moderate climate, sparkling clean water and reliable rainfall, it is in the heart of some of the best farming country in South Australia. Capitalising on the growing agritourism industry, Mayura Station provides an award-winning boutique on-farm, paddock-to-plate dining experience featuring its pure wagyu beef.



Mayura Station, Limestone Coast
Image courtesy of South Australian Tourism Commission



Sequoia, Adelaide Hills
Image courtesy of Tourism Australia / South Australian Tourism Commission

Wellness tourism

South Australia is well-placed to capitalise on existing strengths, including nature-based experiences and premium produce, to position the state as a world-leading wellness tourism destination.

Best Luxury Lodge Australia

Connecting nature and indulgence, and located amid world-class food and wine, the Adelaide Hills is the perfect destination for a curated wellness tourism experience.

Winner of the Best Luxury Lodge Australia, Hotel Management Awards in 2021, Sequoia Lodge's 30-acre nature setting is nestled between the Adelaide Hills Botanic Gardens and acres of national park with three thermal hot pools and an award-winning day spa.

Traversing the picturesque Adelaide Hills, encompassing native bushland, vineyards, rich farmland and historic towns, is the 1,200-kilometre Heysen Trail, one of Australia's premium walking experiences. Sequoia Lodge's visitors can enjoy scenic and tranquil nature walks along the Heysen Trail between vineyard-based yoga classes and premium local produce.

This region provides a great opportunity to capitalise on existing infrastructure, with working agricultural (food and wine) landscapes, historic settlements, abundant wildlife and an unspoilt environment to grow this thriving wellness tourism industry.

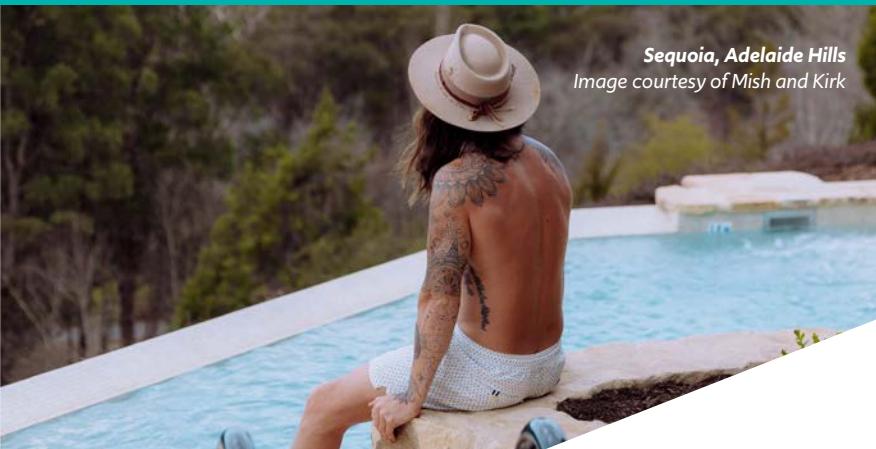
Across the world, an increasing number of tourists are being drawn to holidays that have a focus on health and wellness. Australia was ranked 14th in the world as a wellness tourism destination in 2019. For South Australia, the 16,400 international wellness travellers visiting the state accounted for 7 per cent of the national total.³³

A growth in luxury accommodation properties, with dedicated wellness facilities, are due to open in the coming years, including Lancemore (McLaren Vale) and Oscar Seppeltsfield (Barossa). Luxury hotel brand Eos by SkyCity, in the heart of the Adelaide central business district, offers a dedicated spa and wellness centre, recognised as Adelaide's most exclusive day spa. These properties will act as core demand driving products, positioning South Australia as a world-leading wellness tourism destination.

Upcoming investment in this growing sector includes the following developments in South Australia:

Oscar Seppeltsfield Hotel is a luxurious six-star hotel located in the Barossa Valley, South Australia. 71 rooms, On-site fine-dining restaurant, fully-equipped fitness studio and Top-floor sky bar with panoramic views of the Barossa Valley.

InterContinental Barossa Resort & Spa is a luxurious project planned for the Barossa Valley near Lyndoch. This AUD\$100 million development will feature 150 rooms, including suites with vineyard views, a premium restaurant, function facilities, a wellness spa, a pool, and a gym.



Sequoia, Adelaide Hills
Image courtesy of Mish and Kirk

Centrally located, globally accessible

South Australia's central location makes it the ideal gateway to access the Australian market, the Asia-Pacific region and beyond.

Cruise ship attraction

Over the past decade, the cruise industry has been the fastest growing visitor economy sector in South Australia, contributing a record high \$227 million into the state's economy in 2023-24, supporting 738 jobs.

There were 122 cruise and expedition ships to South Australia in 2023-24 with over 208,000 passengers and crew.

The 2024-25 season had 119 visits scheduled.

Popular destinations for large cruise ships include:

- Adelaide at the Port Adelaide Passenger Terminal (Outer Harbor)
- Port Lincoln on the Eyre Peninsula
- Penneshaw on Kangaroo Island

New destinations for small to medium expedition vessels are available including Wallaroo, Robe, Victor Harbor and islands around Eyre Peninsula.

For information on cruise ship attraction, please visit
[Cruise in South Australia | Tourism SA](#)

Port Adelaide Passenger Terminal

Image courtesy of South Australian Tourism Commission



Adelaide serves as a premier hub for luxury train travel across Australia

Adelaide's strategic location makes it an ideal starting location and tourist destination for Australia's most luxurious train journeys. It offers travellers a unique and elegant way to explore some of Australia's best landscapes and take part in some of the world's most renowned rail experiences. These include The Ghan (between Adelaide and Darwin), The Overland (between Adelaide and Melbourne), Indian Pacific (travelling from Adelaide westbound to Perth or eastbound to Sydney), and Great Southern (linking Adelaide to regional tourism in Victoria, New South Wales and finishing in Brisbane).

The Ghan

Image courtesy of Journey Beyond

Aviation development

Adelaide Airport, located 20 minutes from the Adelaide central business district, hosts direct flights to major airports in the Asia-Pacific region and the Middle East.

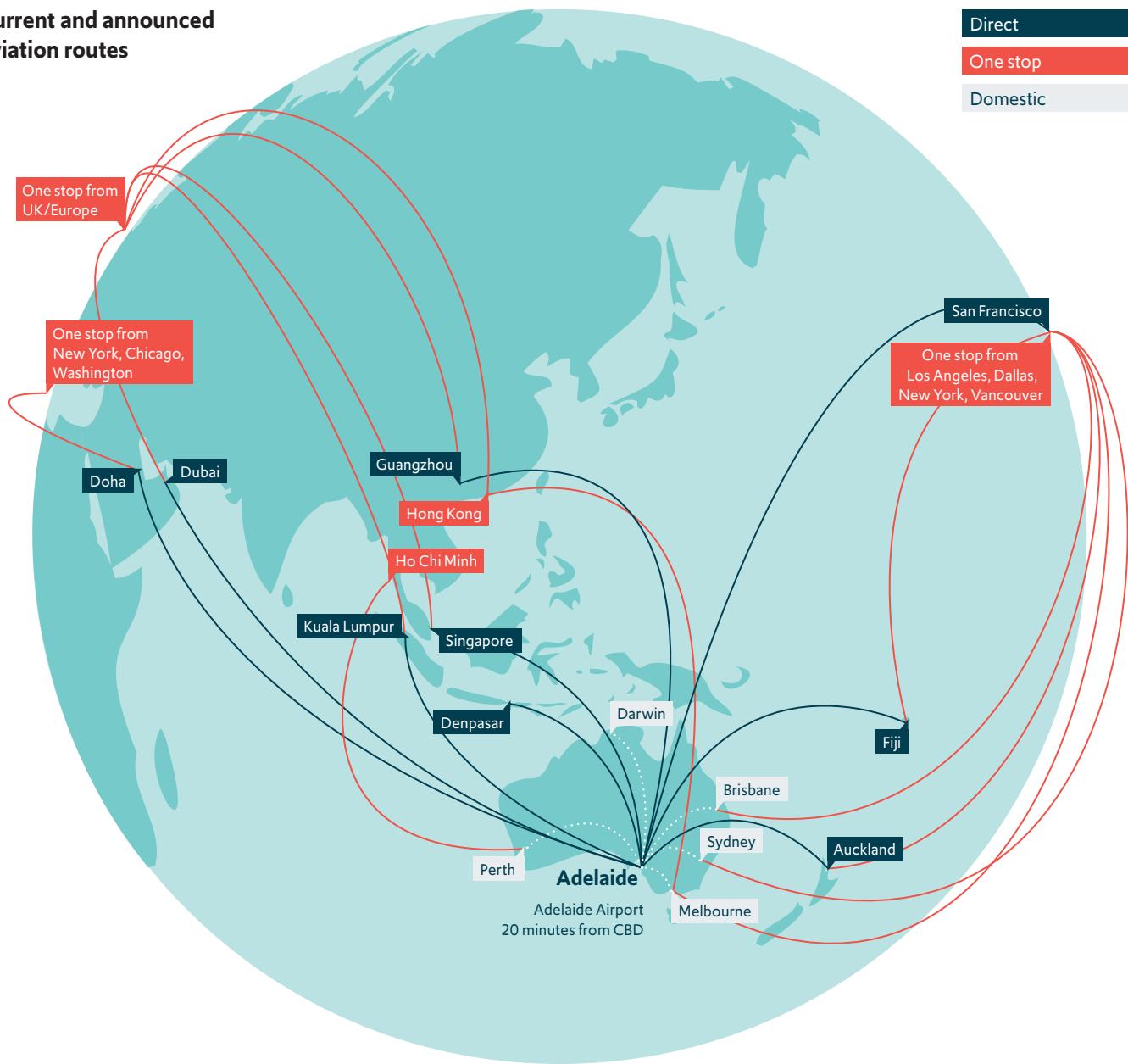
Other Asia-Pacific, European and North American direct flights are a short connection away.

Strong confidence in the sector in the last year has seen the announcement of United Airlines commencing its first direct flights between Adelaide and San Francisco, the return of China Southern

Airlines to the state, as well as increased international flights from major airlines including Singapore Airlines and Emirates.

Qantas has increased its domestic operations in the state through increased flights and larger aircraft. Domestic routes are essential to deliver international visitors to South Australia from interstate airports as part of their Australia-wide itineraries. Domestic and international aviation services underpin both business and leisure travel into South Australia.

Current and announced aviation routes



South Australia represents an excellent opportunity for international carriers to deliver non-stop flights to Australia.

Adelaide Airport has been named Australia's best capital city airport in 2006, 2009, 2011, 2024, and Skytrax World Airport Awards's best regional airport in the Australia-Pacific region in 2022 and 2024.

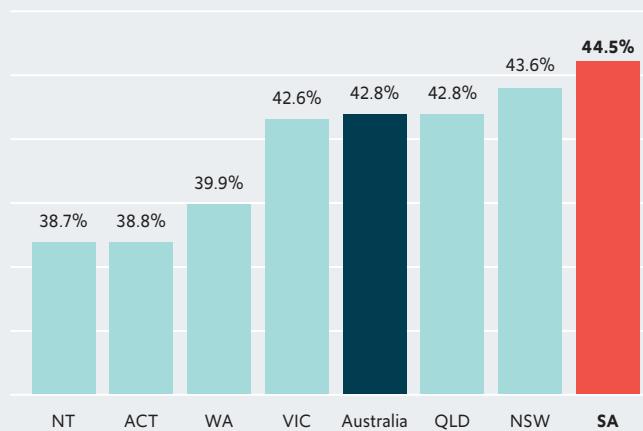
Strong passenger demand and trade opportunities place Japan, India, Vietnam, and Philippines high on the list for the next destinations to be serviced from Adelaide.

Australia's most cost competitive city

South Australia's competitive business environment supports commercial success and scaling of operations.

South Australia offers a suitably skilled and scalable workforce with competitive labour costs and high staff retention rates, which are unique to the Australian workforce. Adelaide development costs are one of the lowest in mainland Australia.

% of employed persons with their current employer for 5+ years



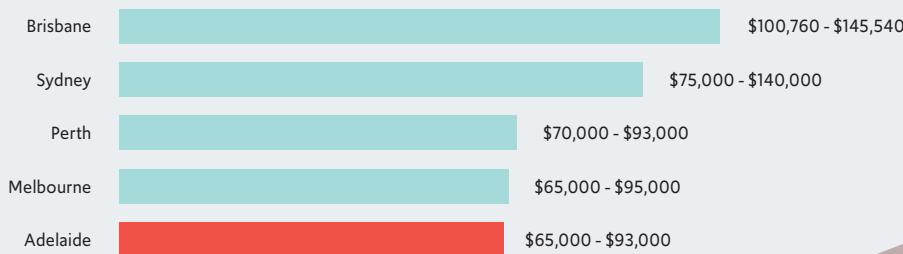
Domestic industrial construction costs (AUD/square metre)



Source: ABS - Job Mobility - Table 1.2 - Labour mobility, retrenchments and duration of employment by state and territory February 2024, released July 2024

Source: Napier and Blakely Data Cards July 2024, released August 2024
Up to 10m high warehouse - medium standard, precast walls, sprinklers (over 3,000 sqm)

Fitout to 5 star hotel (\$ per room)



Sequoia, Adelaide Hills
Image courtesy of Mish and Kirk

Hospitality and tourism industry providers

A diverse range of accredited providers support South Australia's thriving hospitality and tourism workforce, and industry investment. In 2023, over 5,500 international students were enrolled in food/hospitality/tourism courses, and this has doubled on numbers from 2019³⁴. These enrolments signify a substantial pipeline of students providing multi-cultural and diverse language work-force capabilities.

Le Cordon Bleu Adelaide

11kms from CBD

Offers vocational, undergraduate and postgraduate programs in partnership with the TAFE SA Regency International Centre for Tourism, Hospitality and Food Studies and the University of South Australia. Programs designed with input from industry.

University of South Australia

Adelaide central business district

The Bachelor of Business (Tourism, Event and Hospitality Management) is recognised globally; accredited by both AACSB International and EFMD (EQUIS) – the world's leading accreditation bodies.

TAFE SA

Adelaide central business district

Three-year degree in Bachelor of Tourism, Hospitality and Events Management with a strong focus on business and management skills.

International College of Hotel Management (ICHM)

Adelaide central business district

With 30+ years of success, ICHM is one of the world's leading Hospitality in Business schools with its long-established Bachelor of Business (Hospitality Management) and Master of International Hotel Management.

Adelaide Culinary Institute

Adelaide central business district

The institute offers purpose-built facilities and specialises in Australian native foods, working with communities and promoting Australian Indigenous herbs and spices. ACI provides training and assessment in nationally accredited qualifications.

Salford College of Business and Hospitality

Adelaide central business district

One of the largest and longest running private training providers in Australia.

Australian Business and Culinary Institute

Adelaide central business district

Established RTO approved by ASQA, offering nationally recognised industry tailored courses, catering to the needs of international students.

Quality College of Australia

3kms from CBD

Over 28 years' experience and established connections in the hospitality industry, the college offers programs across cookery, hospitality, management, and leadership. The unique partnership with Hospitality Jobs Australia assists both international and domestic students in securing work and placement.

Flinders University

13kms from CBD

The Bachelor of Tourism and Events Management is an industry-focused degree, for employment in a variety of positions.

Adelaide CBD



Advantage Adelaide – live, work & play

South Australia is a great place to live, work and play. The capital, Adelaide, is consistently ranked as one of the most liveable cities in the world.

Adelaide is a progressive, cosmopolitan capital offering a premium lifestyle with world-renowned festivals, major sporting events and iconic locations, such as the Barossa Valley, Kangaroo Island and Flinders Ranges.

South Australia's innovative, cost competitive and agile nature is luring more young talent, and the ability to rapidly scale and provide skilled workers in critical sectors has caught the attention of world-class companies.

We're forging global partnerships and leveraging our position as one of the most liveable and safest cities to grow the state and opportunities for everyone.

There's a strong commitment to collaboration among industries with specialist precincts, such as the Tonsley Innovation District and Lot Fourteen, encouraging companies to thrive.

- **Ranked Australia's number one jurisdiction for economic growth (2024).³⁵**
- **One of the lowest cost of living capital cities in Australia.³⁶**
- **Adelaide's median house price is 40% lower than Sydney.³⁷**

³⁵ Commsec State of the States report, January 2025

³⁶ Mercer: Cost of Living City Ranking 2024 – Sydney 58, Melbourne 73, Brisbane 89, Perth 109, Adelaide 107

³⁷ Australian Bureau of Statistics, December 2024



Riverbank Precinct, Adelaide
Image courtesy of Olivia Dowling



East End Unleashed, Adelaide CBD
Image courtesy of Joseph Nes

South Australia – the Festival State

Each year Events South Australia, a division of the South Australian Tourism Commission, sponsors and manages a range of major, regional and community events and festivals, complemented by blockbuster one-off events to ensure a balance across the year.

The events calendar features international and national drawcards which include WOMADelaide and Illuminate Adelaide. Additional well-known cultural and arts events complement the calendar with key events including Adelaide Fringe, Tasting Australia, Adelaide Cabaret Festival, Adelaide Festival, and the OzAsia Festival. South Australia also hosts globally renowned sporting events including LIV Golf Adelaide, winner of the World's Best Golf Event of the Year 2023, cycling's Tour Down Under, the Adelaide 500 car race, Adelaide Motorsport Festival and the Adelaide Rally.

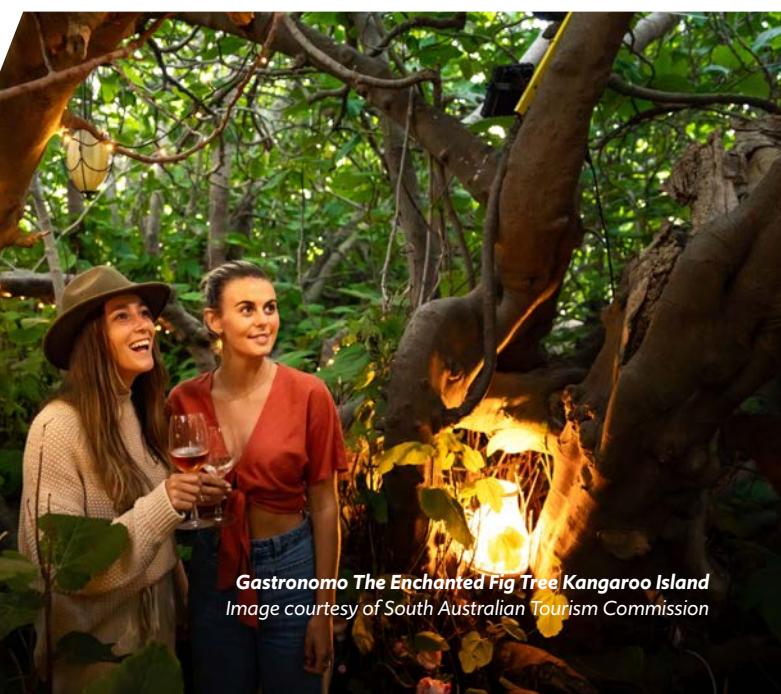
In 2024, the festival season attracted tens of thousands of people to South Australia from interstate. Adelaide Fringe figures show that 55,000 visitors attended the festival from interstate, which made up 38 per cent of all ticket sales. Foot traffic data also recorded a huge boost in visitation right across Adelaide's CBD.

- **Affordable and accessible childcare.**
- **Good public transport and no toll roads.**
- **Great public and private schools.**
- **Adelaide's three public universities are ranked in the top 1% of the estimated 26,000 higher education institutions in the world.**³⁸

³⁸ Source: Times Higher Education World University Rankings 2024 and qs.com

- Jan – **SANTOS Tour Down Under + Adelaide International**
- Feb / Mar – **Adelaide Fringe Festival + LIV Golf**
- Mar – **WOMADELAIDE + Adelaide Festival**
- April – **Gather Round**
- May – **Tasting Australia**
- June – **Adelaide Cabaret Festival**
- July – **Illuminate Adelaide**
- Oct / Nov – **OzAsia Festival**
- Nov – **bp Adelaide Grand Final**

Garden of Unearthly Delights
Image courtesy of South Australian Tourism Commission



Gastronomo The Enchanted Fig Tree Kangaroo Island
Image courtesy of South Australian Tourism Commission



WOMADelaide
Image courtesy of Grant Hancock



LIV Golf Adelaide
Image courtesy of Chris Trotman/LIV Golf





Kingsford The Barossa - acquired by Salter Brothers in 2023, major suite and spa expansion announced 2024
Image courtesy of Adam Bruzzone

Let's talk

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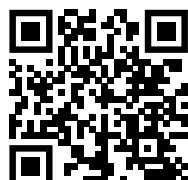
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Published April 2025.

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