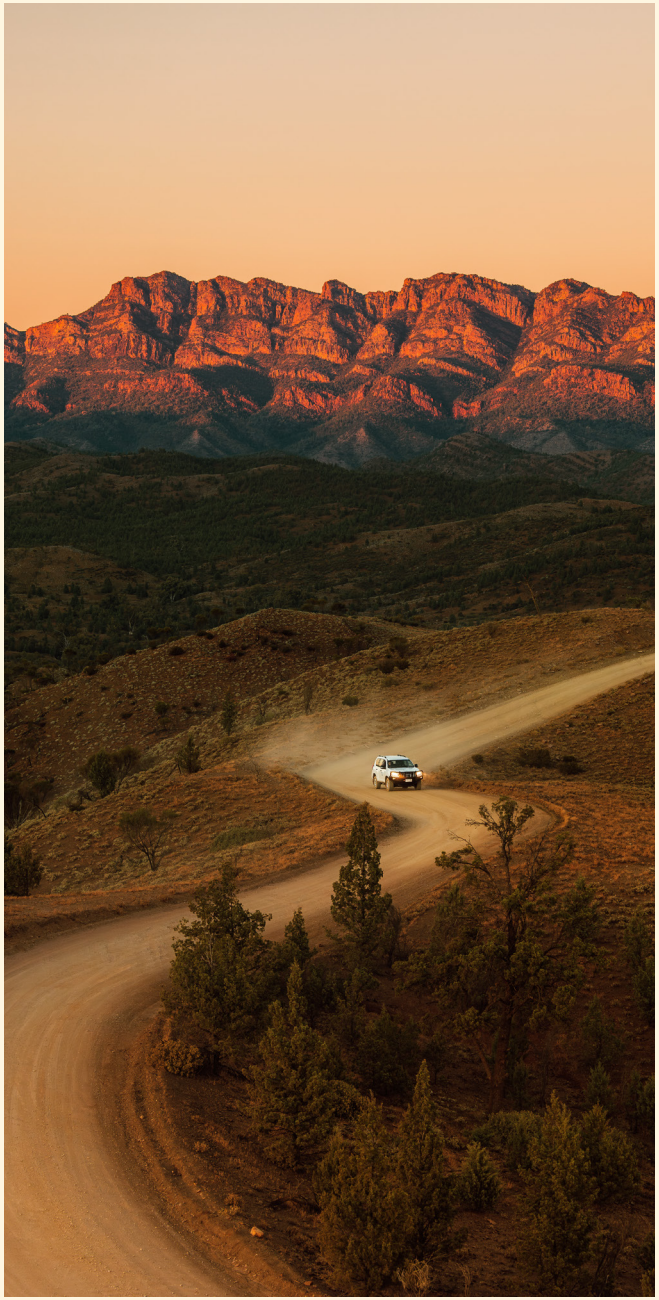
FROM ICONIC OUTBACK DESTINATION TO
GLOBAL LEADER IN DEEP-TIME DISCOVERY



Bunyeroo Valley, Ikara-Flinders Ranges National Park,
Flinders Ranges & Outback

# FLINDERS RANGES & OUTBACK

## Destination Management Plan 2026 – 2030

A shared five-year plan to grow a high-value visitor economy built around ancient landscapes, enduring cultures and authentic outback experiences, while strengthening communities and protecting the places that make the region distinctive.

### TOURISM AT A GLANCE

**1.255 million**
visitors in 2024

**$603 million**
Visitor Expenditure to December 2024

**1,482**
Tourism Jobs as of June 2024

**4.7 nights**
average overnight length of stay

**28%**
of regional South Australia international overnight visitors

### WHY NOW?

**The pressure**

- Infrastructure, connectivity and accommodation constraints limit visitor access, confidence, investment and the ability to stay longer.
- Workforce, housing and organisational capacity pressures constrain businesses and community-led tourism delivery across a vast region.
- Climate change, seasonal peaks and visitor impacts are placing increasing pressure on sensitive landscapes, communities and services.

**The opportunity**

- Ancient landscapes, globally significant geology and living Aboriginal cultures provide the foundations for experiences found nowhere else.
- Iconic outback journeys, dark skies, mining heritage, station stays and distinctive communities can encourage longer stays and wider regional dispersal.
- World Heritage ambitions and the 2030 Total Solar Eclipse provide major opportunities to lift the region's national and international profile.

### HOW WE'LL DELIVER

**Build distinctive visitor experiences**

- Grow more high-quality, bookable nature, culture, astronomy and outback experiences.
- Strengthen touring, accommodation, trails and events that encourage longer stays and greater dispersal.

**Care for place**

- Protect the region's natural and cultural assets through responsible visitor management and stewardship.
- Support Aboriginal-led tourism and care for Country where this aligns with community aspirations.

**Share a compelling regional story**

- Bring together stories of deep time, living cultures, dark skies, outback character and iconic journeys.
- Coordinate marketing and visitor information to inspire exploration and strengthen visitor connection.

**Lead together**

- Strengthen regional capability, collaboration and shared responsibility for tourism.
- Use better insights, coordinated advocacy and climate preparedness to build a resilient visitor economy.

# The Big Moves

## STATE CATALYST PROJECTS



### Flinders Ranges World Heritage Tourism Activation

Build global recognition for deep-time discovery and geological heritage.



### Outback Dark Sky and Astronomy Tourism Development

Establish the region as a leading Australian dark sky destination.

## REGIONALLY SIGNIFICANT PROJECTS

- Touring, trails and regional dispersal.
- Gateway, visitor infrastructure and servicing.
- Station stays and authentic outback experiences.
- Aboriginal cultural tourism and caring for Country.
- Visitor management and destination storytelling.
- Community capacity, resilience and collaboration.

## ENABLING PROJECTS

State Catalyst and Regionally Significant projects are supported by enabling actions in:

- Visitor experience development.
- Events and contemporary accommodation.
- Investment attraction.
- Industry innovation and capability.
- Climate resilience and crisis management.
- Destination marketing and visitor servicing.
- Advocacy, engagement and strategic insights.

## WHAT SUCCESS LOOKS LIKE

Success is not just about more visitors, it is about better outcomes:

- Higher visitor yield and longer overnight stays.
- More distinctive, bookable experiences and quality accommodation.
- Strong tourism businesses and sustainable regional jobs.
- Greater year-round visitation and benefits across more communities.
- Protected natural landscapes and cultural places.
- Aboriginal cultures respected and shared on community terms.
- Resilient, connected communities that benefit from tourism.
- DMP priorities delivered through strong regional partnerships.

To read the full plan, scan the QR code or visit **tourism.sa.gov.au**

SOUTH AUSTRALIA

Government of South Australia
South Australian Tourism Commission

Flinders Ranges and Outback

Regional Development Australia
FAR NORTH