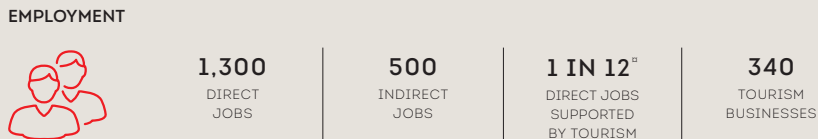


RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | MURRAY RIVER, LAKES & COORONG

MURRAY RIVER, LAKES & COORONG PRIORITY

The region's priorities are to grow visitor spend from intrastate day trips as well as increase overnight visits from interstate, intrastate and a small international base. As the region is predominantly a self-drive visitor market, leveraging existing touring routes and promoting and developing events and tourism experiences that reflect the region's uniqueness is key to ongoing success. For more details refer to the Regional Visitor Strategy (RVS) 2025 at tourism.sa.gov.au.



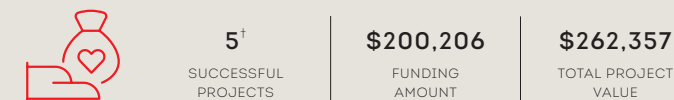
2023 ACTUAL

\$373M^{*}

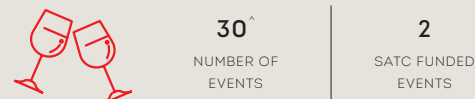
2025 TARGET



SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



The \$300k Mid Murray River Tourism Business Support Program provided an immediate cash injection for small businesses that were recovering from the impacts of the 2022-23 River Murray flood event.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. §ON AVERAGE. **CAPACITY NOT ACTUAL. ¶CRUISE SHIP ARRIVALS VIA PORT ADELAIDE (SHORE EXCURSIONS ONLY).