

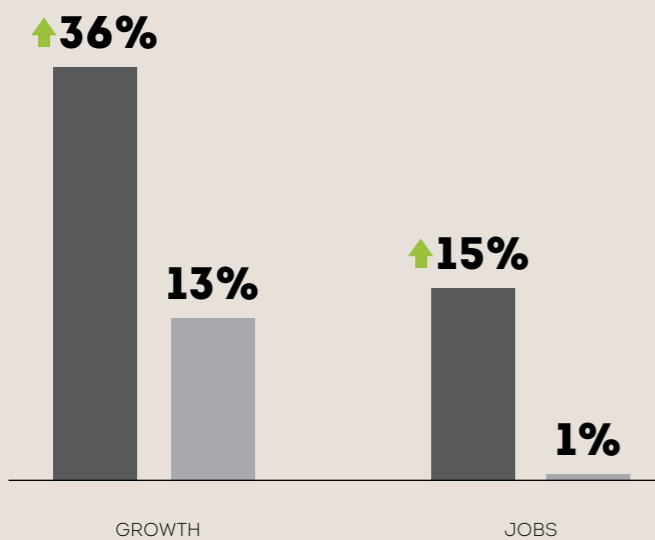
THE SOUTH AUSTRALIAN VISITOR ECONOMY

DRIVING EXPENDITURE AND JOBS

THE STORY SO FAR

- VISITOR EXPENDITURE UP **\$1.8B (↑36%)**
- TOURISM JOBS UP **↑5,000 (15%)**
- OUTPACING OVERALL SOUTH AUSTRALIAN GROWTH
- DRIVING JOBS AND ECONOMIC ACTIVITY IN REGIONS, REACHING **\$2.8B**
- SUCCESS DRIVEN BY STRONG INVESTMENT IN MARKETING AND EVENTS, COUPLED WITH RECORD GROWTH IN **AVIATION**
- SUPPORTING RECORD LEVELS OF **PRIVATE INVESTMENT**

VISITOR ECONOMY DRIVING GROWTH SINCE 2013



THE 2030 AMBITION

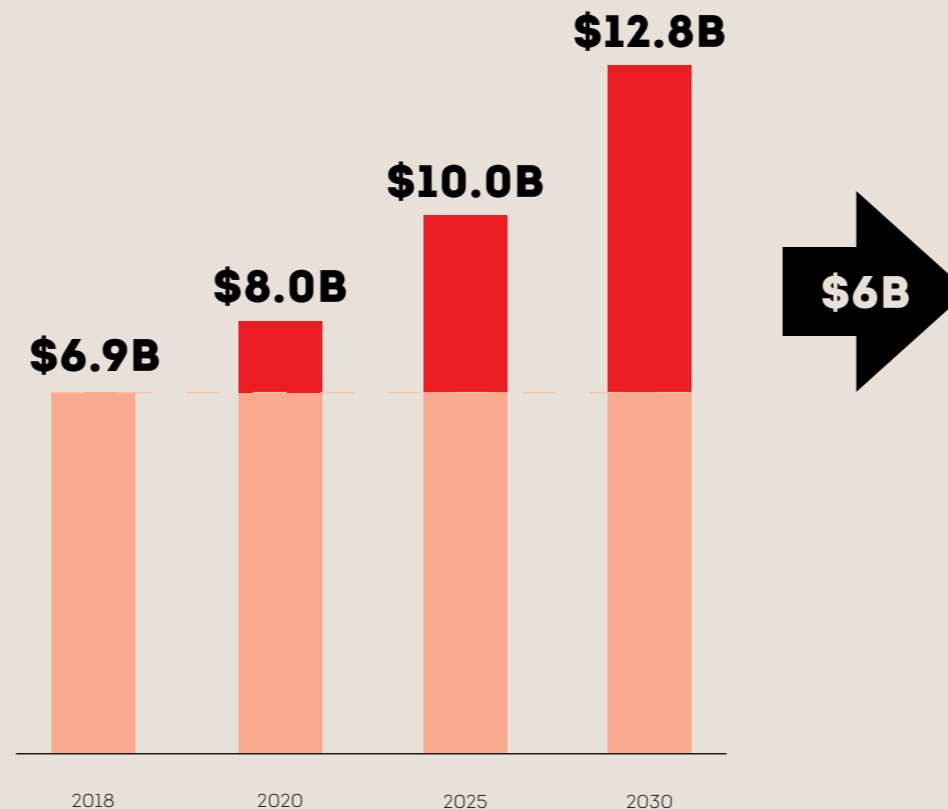


\$12.8B BY 2030

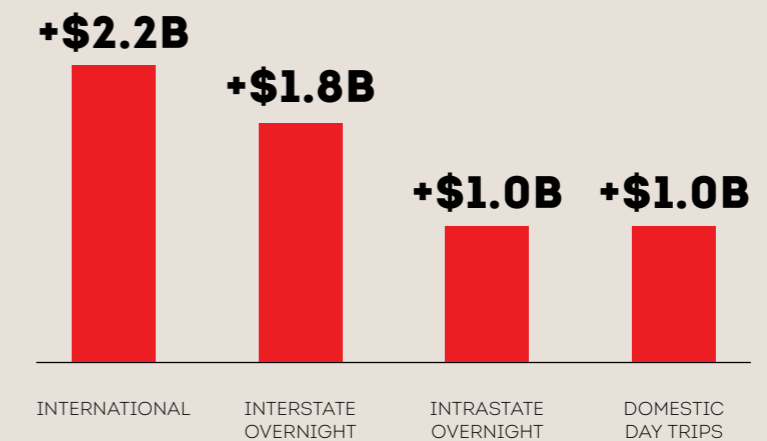


16,000 NEW JOBS

OUR GOAL



WHAT WILL GROW?



REGIONAL SOUTH AUSTRALIA



\$5.1B
BY 2030

LEISURE EVENTS EXPENDITURE



\$750M
BY 2030



ACCELERATING VISITOR EXPENDITURE AND JOB CREATION

THE SOUTH AUSTRALIAN VISITOR ECONOMY


\$12.8B AND 16,000 NEW JOBS BY 2030

THE CONSULTATION

 **5,000** KILOMETRES TRAVELLED

 **182** SURVEY RESPONSES

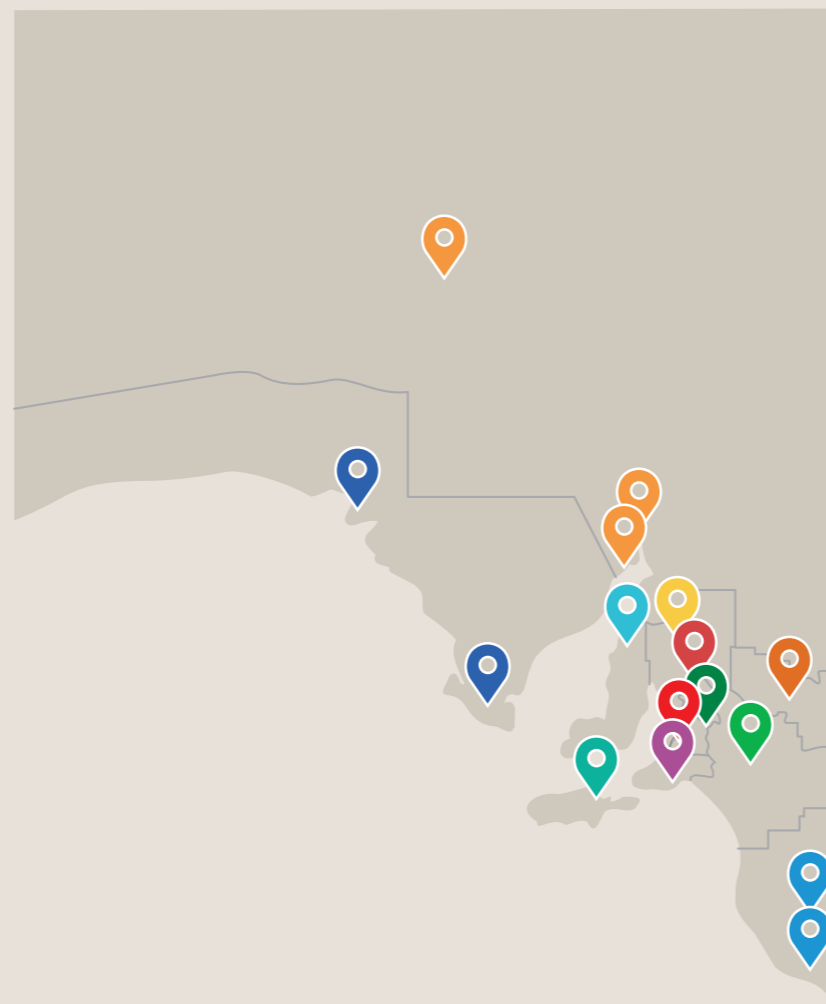
 **692** DIRECTLY PARTICIPATED

 **19** MEETINGS WITH KEY INDUSTRY & GOVERNMENT GROUPS

 **1,100** VOTES CAST TO DETERMINE STRATEGIC PRIORITIES

 **90%** AGREED SA SHOULD PURSUE AMBITIOUS TARGETS

37 HRS OF WORKSHOPS AT
16 LOCATIONS



THE STRATEGIC PRIORITIES

- 1** MARKETING
- 2** EXPERIENCE & SUPPLY DEVELOPMENT
- 3** COLLABORATION
- 4** INDUSTRY CAPABILITY
- 5** LEISURE & BUSINESS EVENTS
- 6** PROMOTE THE VALUE OF THE VISITOR ECONOMY

ADVOCACY AREAS

PUBLIC INFRASTRUCTURE

ACCESS, SIGNAGE, TELECOMMUNICATIONS & AQUATIC

LABOUR & SKILLS

STREAMLINING REGULATION



MEASURING SUCCESS

THE SOUTH AUSTRALIAN VISITOR ECONOMY

	2018 (NOW)	2020	2025	2030
VISITOR EXPENDITURE	\$6.9B	\$8.0B	\$10.0B	\$12.8B
JOBS	36,000 (2017)	41,000	45,000	52,000
INTERNATIONAL	\$1.1B	\$1.4B	\$2.2B	\$3.3B
INTERSTATE OVERNIGHT	\$2.2B	\$2.4B	\$3.1B	\$3.9B
INTRASTATE OVERNIGHT	\$2.0B	\$2.1B	\$2.5B	\$2.9B
DAY TRIPS	\$1.6B	\$1.8B	\$2.1B	\$2.6B
LEISURE EVENTS	\$396M	\$458M	\$590M	\$750M
ADELAIDE	\$4.0B	\$4.6B	\$5.9B	\$7.7B
REGIONAL SA	\$2.9B	\$3.2B	\$4.0B	\$5.1B
ADELAIDE HILLS	\$169M	\$192M	\$245M	\$310M
BAROSSA	\$206M	\$226M	\$291M	\$372M
CLARE VALLEY	\$91M	\$104M	\$132M	\$166M
EYRE PENINSULA	\$305M	\$313M	\$397M	\$500M
FLEURIEU PENINSULA	\$453M	\$509M	\$643M	\$807M
FLINDERS RANGES & OUTBACK	\$431M	\$501M	\$638M	\$804M
KANGAROO ISLAND	\$131M	\$147M	\$199M	\$268M
LIMESTONE COAST	\$330M	\$374M	\$479M	\$609M
MURRAY RIVER, LAKES & COORONG	\$136M	\$155M	\$196M	\$246M
RIVERLAND	\$177M	\$200M	\$252M	\$317M
YORKE PENINSULA	\$211M	\$231M	\$289M	\$359M

A note on Data Sources: The majority of performance metrics are collected by Tourism Research Australia in partnership with the SATC through the National Visitor Survey and International Visitor Survey programs. Further information on these surveys can be found on the South Australian Tourism Commission's corporate website or from Tourism Research Australia.

