



South Australian Tourism Commission

THE FUTURE OF TOURISM IN SOUTH AUSTRALIA

-ADELAIDE-

December 2018



AGENDA

- ❑ Opening addresses:
 - Hon David Ridgway MLC
 - Sean Keenihan, SATC Chair
- ❑ Performance Summary
- ❑ Tourism in 2030
- ❑ Table Discussions
- ❑ Reporting Back
- ❑ Next steps
- ❑ Drinks and Networking



OPENING ADDRESS

**Hon. David Ridgway,
Minister Trade, Tourism
and Investment**



OPENING ADDRESS

Sean Keenihan,
Chair of the Board,
SATC



PRIORITY ACTION AREAS 2020

DRIVING DEMAND



WORKING BETTER TOGETHER



SUPPORTING WHAT WE HAVE



INCREASING THE RECOGNITION OF THE VALUE OF TOURISM



USING EVENTS TO DRIVE VISITATION



CONSULTATION BACKGROUND

SOUTH AUSTRALIA

**TOURISM 2020
CONSULTATION**

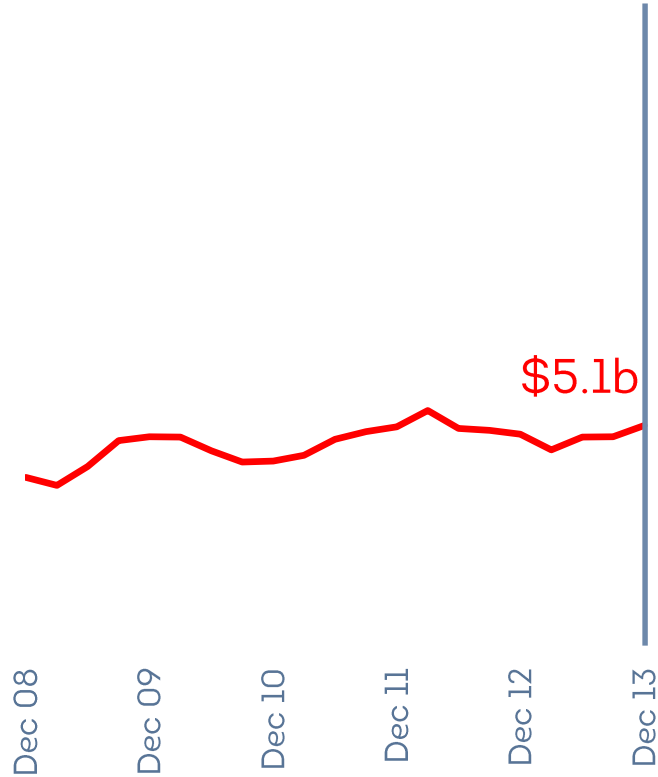
TOURISM REGION

**REGIONAL
VISITOR
STRATEGY**

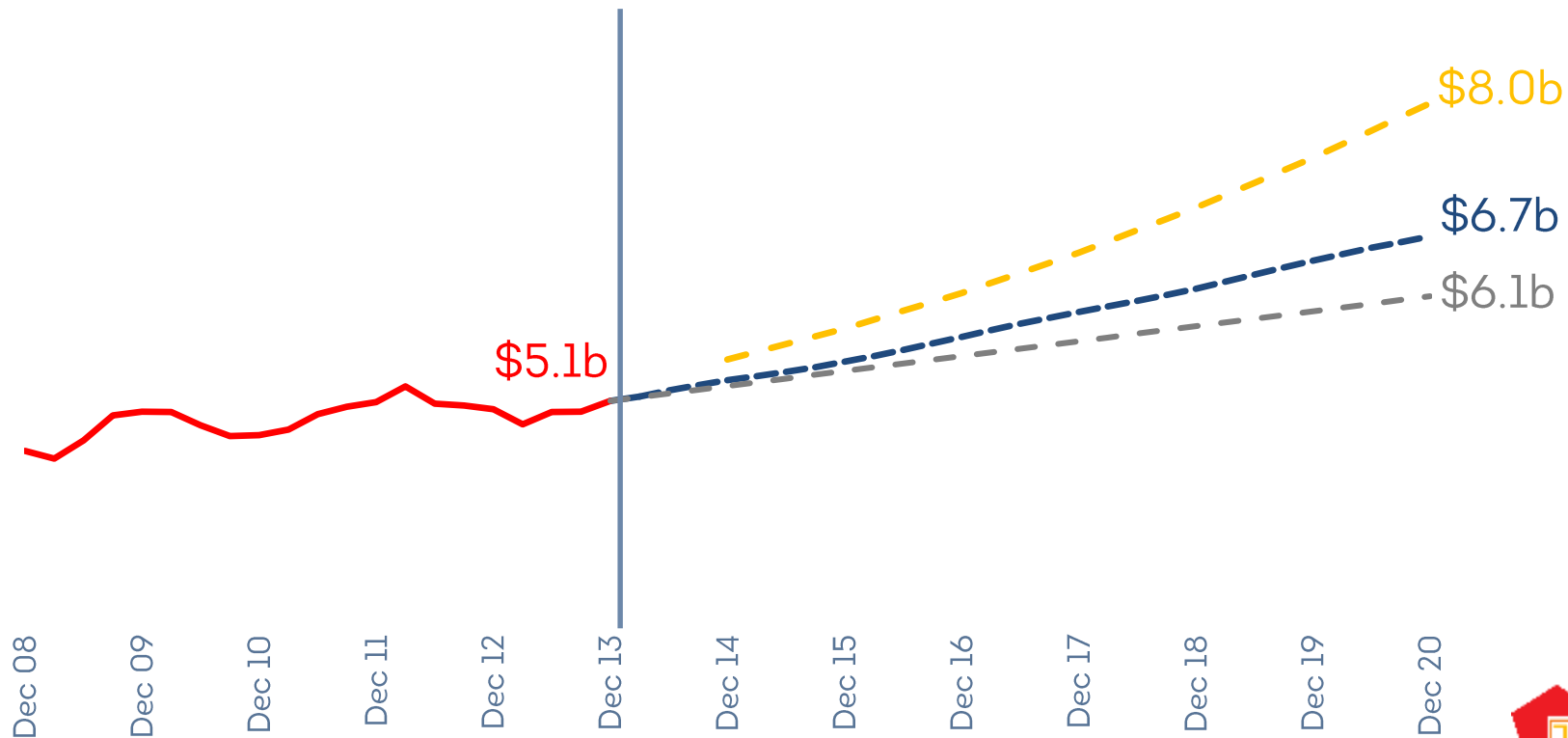
LOCAL ISSUES

**MEET THE
MINISTER**

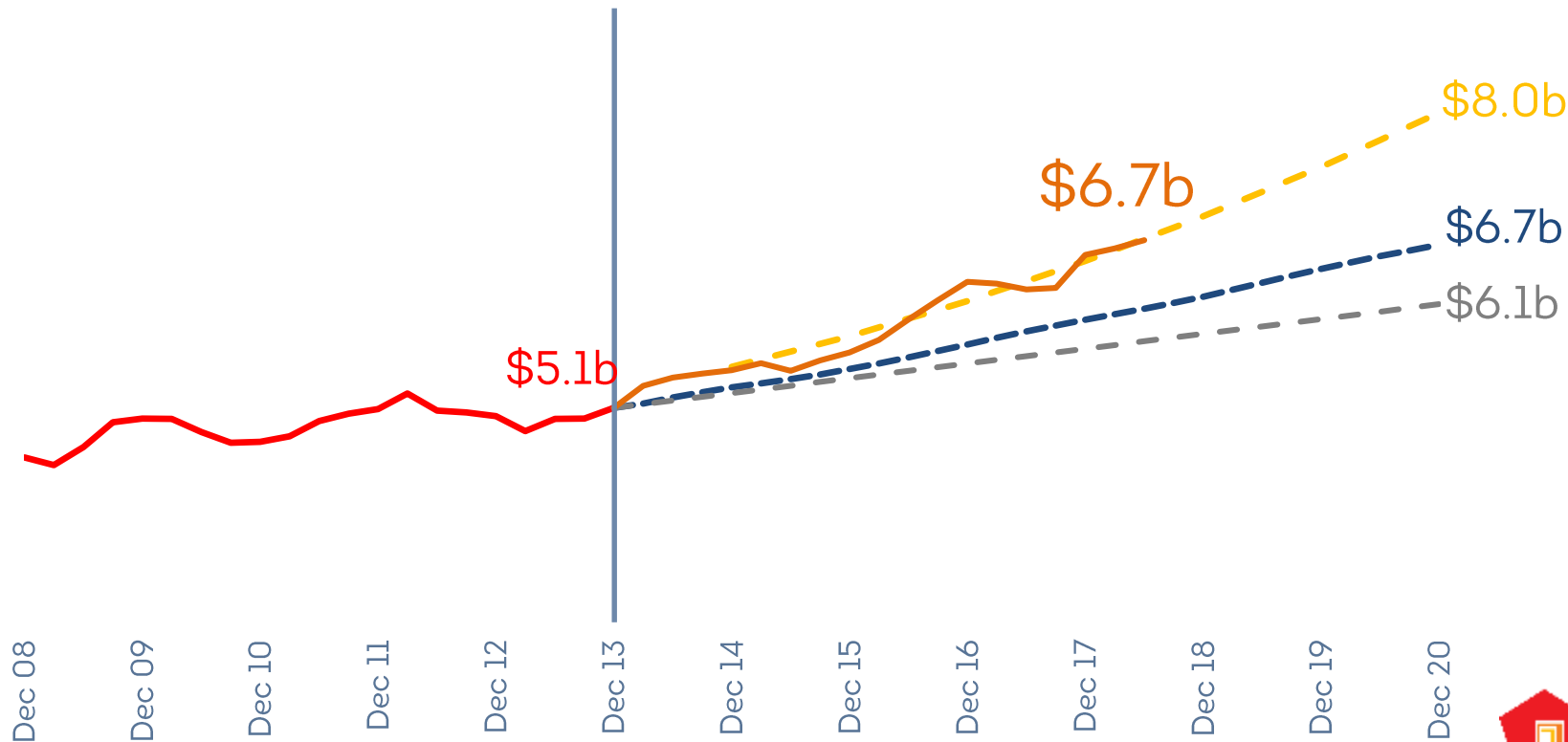
SETTING THE SCENE



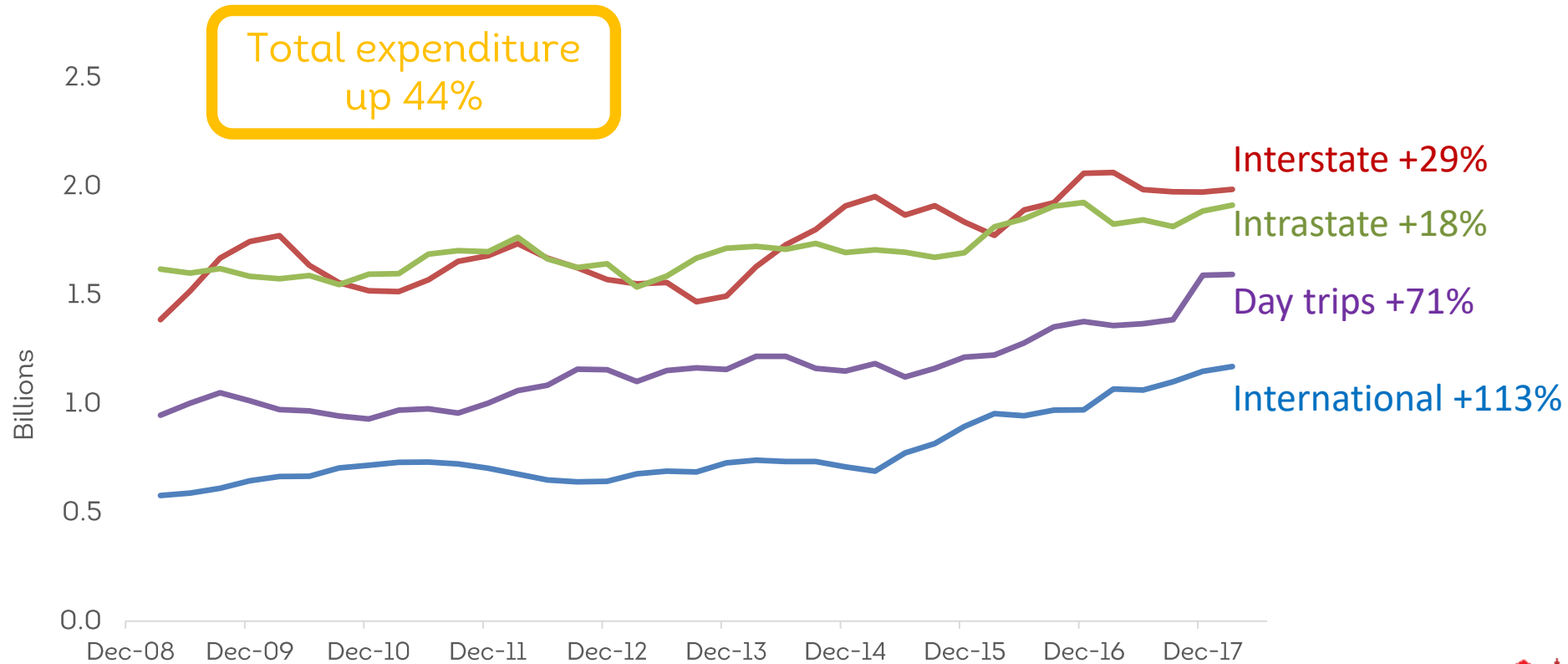
SETTING THE SCENE



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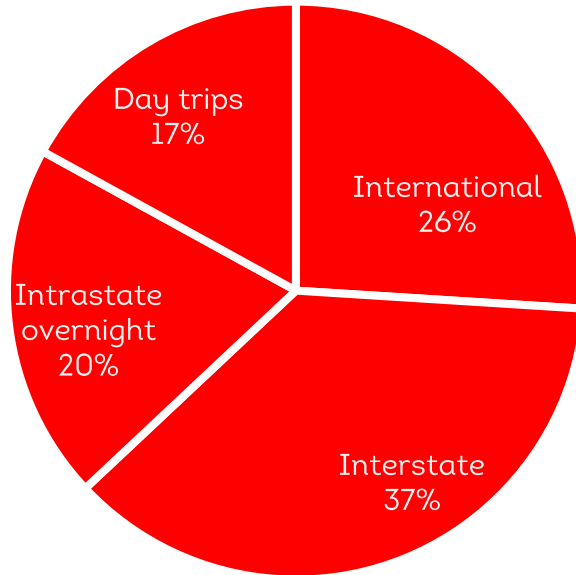


10 YEAR OVERVIEW OF EXPENDITURE



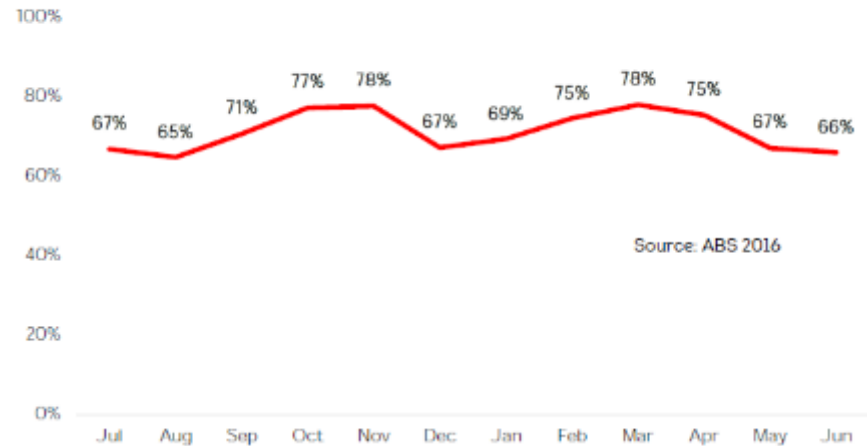
ADELAIDE TODAY

Visitor Expenditure



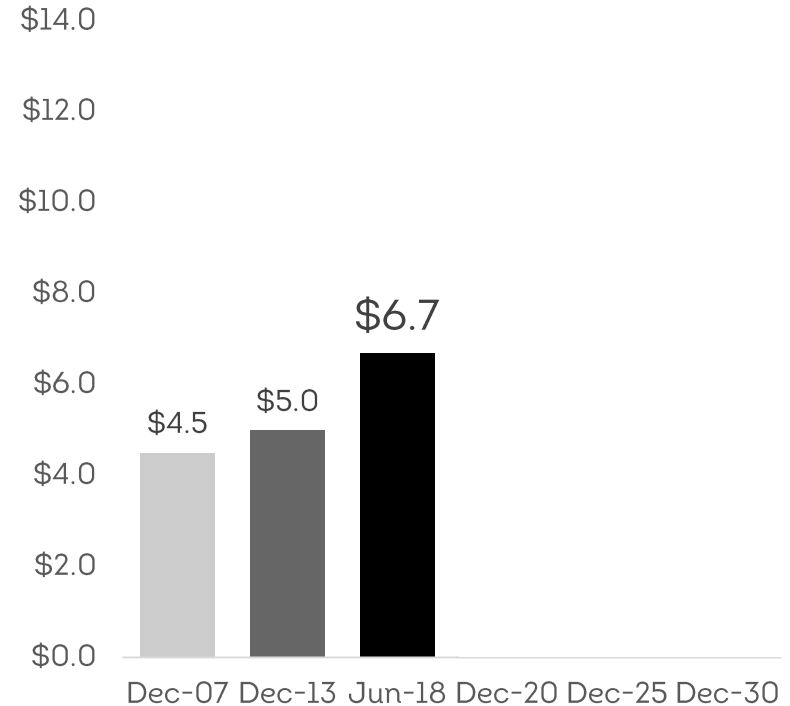
\$4.0b

Monthly Occupancy Rates Year end June 2016 - Adelaide



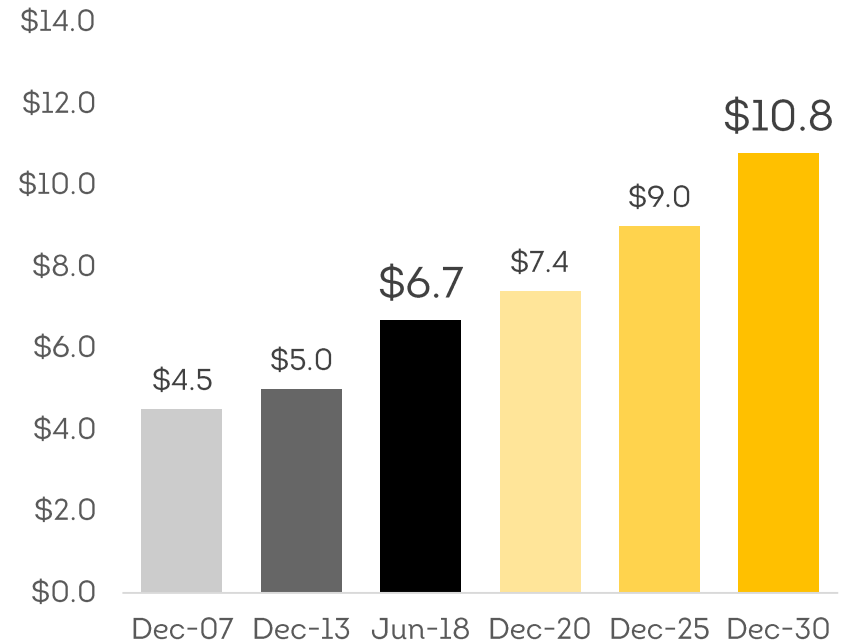
SOUTH AUSTRALIA PERFORMANCE

- ❑ South Australia has grown strongly in the last decade, reaching \$6.7b in the latest available data



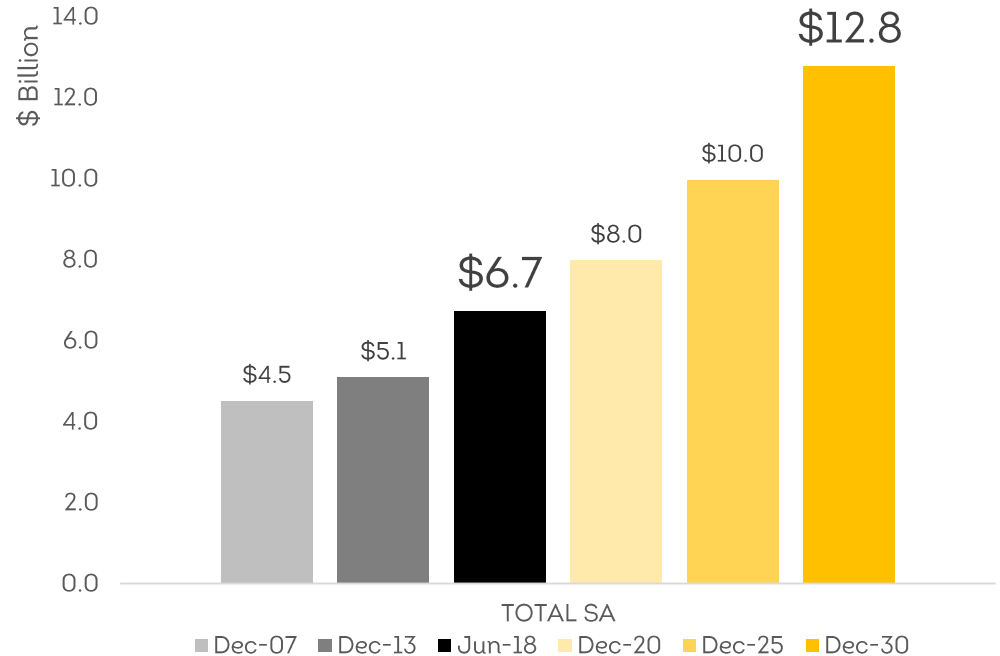
SOUTH AUSTRALIA HISTORICAL TREND

□ Historical trend for South Australia provides a result of a \$10.8b in visitor expenditure by 2030.....



SOUTH AUSTRALIA TARGET

- ❑ Overall result of \$12.8b in visitor expenditure by 2030.
- ❑ \$2b of additional spend across the state above the historical trend.



REGIONAL AMBITION

\$12.8b in South Australia

\$7.7b in Adelaide

\$5.1b in Regions

WHAT DOES THAT MEAN?

- ❑ \$2b extra by 2030 is an additional \$160m in visitor expenditure generated every year.
- ❑ How to achieve this by 2030:
 - VOLUME
 - YIELD
 - Mix of volume and yield



12 YEARS AGO THESE DIDN'T EXIST



THE FUTURE TRAVELLER

- ❑ International travel population:
 - Shorter stays
 - Growth from Asia
- ❑ Domestic travel population:
 - Aging - from wealthier baby boomers to poorer Gen X and destitute Millennials
 - More ethnically diverse
- ❑ Digital connectivity and disruption
- ❑ High expectations for service - on demand, instant and personalised





WORKSHOP

WHAT IS THE 'SOUTH AUSTRALIAN' CONSUMER EXPERIENCE IN 2030?

(15 minutes)

WHAT TO START, STOP OR CONTINUE TO ACHIEVE THIS VISION?

(30 minutes)

THOUGHT STARTERS

Costs
Access Research
Quality Collaboration
Dispersal Events Partnerships
Advocacy Demand driving
Experience development
Marketing Infrastructure
Distribution Skills
Investment
Digital



SUMMARISING OUR DISCUSSIONS

**WHAT DID YOUR
GROUP VOTE AS THE
MOST IMPORTANT TO
ACHIEVE \$12.8b?**

EMERGING THEMES

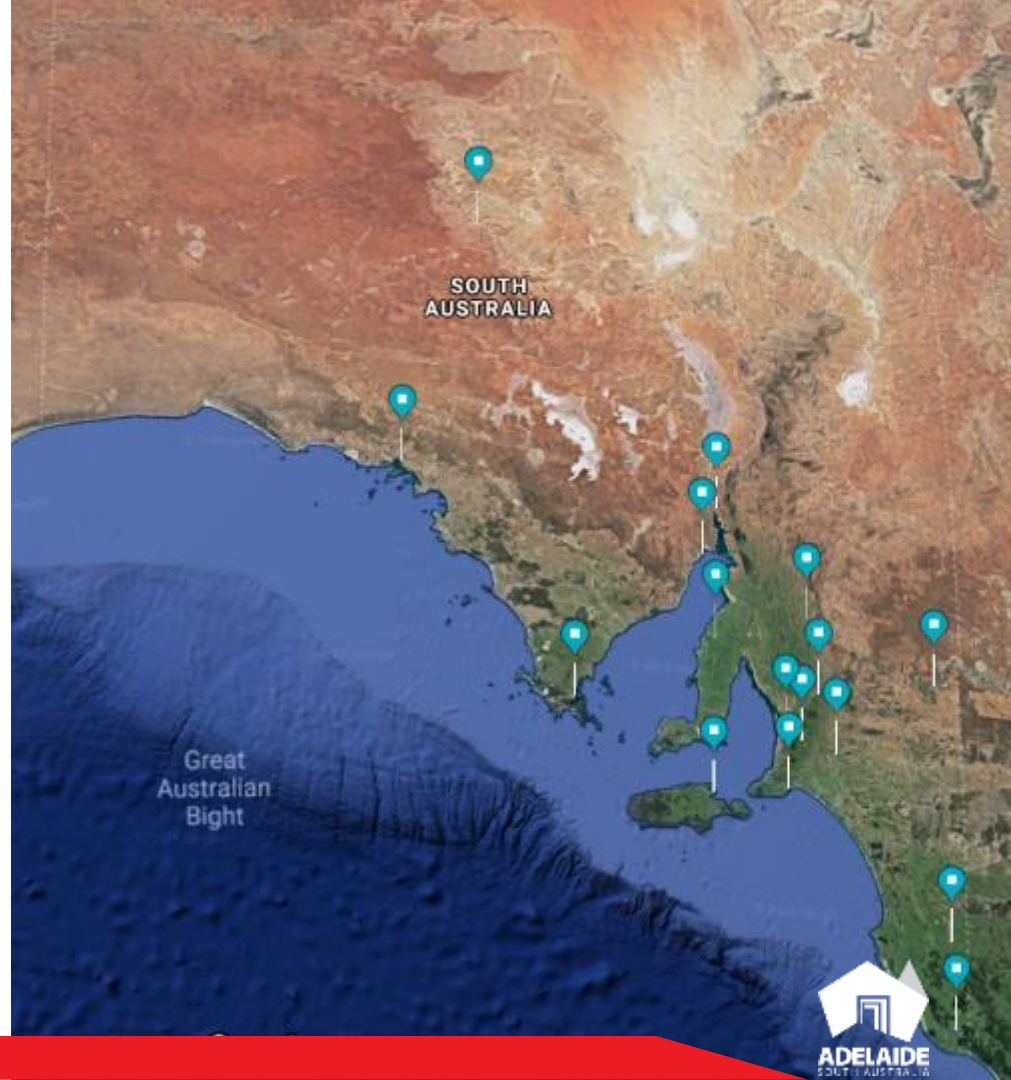
- ❑ Experience Development
- ❑ Marketing/Driving Demand
- ❑ Access
- ❑ Industry Capability
- ❑ Infrastructure
- ❑ Collaboration
- ❑ Red Tape Reduction
- ❑ Events
- ❑ Industry Support
- ❑ Value of Tourism

CONSULTATION PROCESS



CONSULTATION PROCESS

- ❑ Extensive regional consultation in 16 locations
- ❑ Open and transparent process allowing for input from all stakeholders
- ❑ Presence on YourSAy



STAY CONNECTED

www.tourism.sa.com



THE NEXT SOUTH AUSTRALIAN TOURISM PLAN

THE STORY SO FAR

The South Australian Tourism Plan 2020 was published in 2014 after extensive consultation with over 400 members of the tourism industry. At the time the South Australian Visitor Economy was worth \$5.1 billion, and the plan set an ambitious target of reaching \$8.0 billion by December 2020.

Since then, growth has been substantial. Latest visitor results show the visitor economy is now worth \$6.7 billion, up over 30 per cent in only 4 years and on track to achieve the \$8.0 billion.

THE PROCESS FROM HERE

With 2020 fast approaching, the SATC has commenced



Middle River, Kangaroo Island

NEXT STEPS

[illegible]

CLOSING ADDRESS

Rodney Harrex, CE SATC

