



South Australian Tourism Commission

# **THE FUTURE OF TOURISM IN THE SOUTH AUSTRALIA**

## **- CLARE VALLEY, BURRA -**

November 2018



# AGENDA

- ❑ Opening address:
  - Regional Chair
  - CE, SATC
- ❑ Performance Summary
- ❑ Recent Visitor Trends
- ❑ 2030 Target Modelling
- ❑ The Future Traveller
- ❑ Discussion (incl. break)
- ❑ Summary



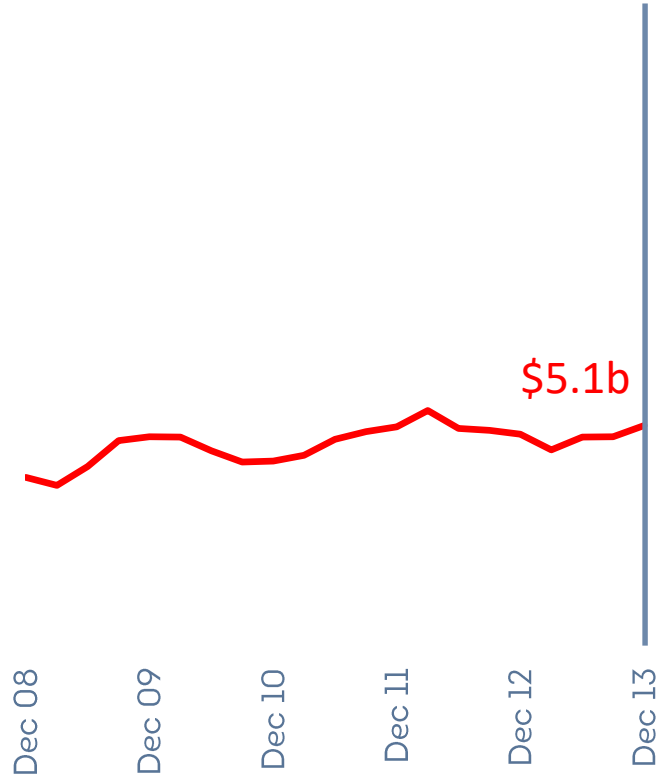




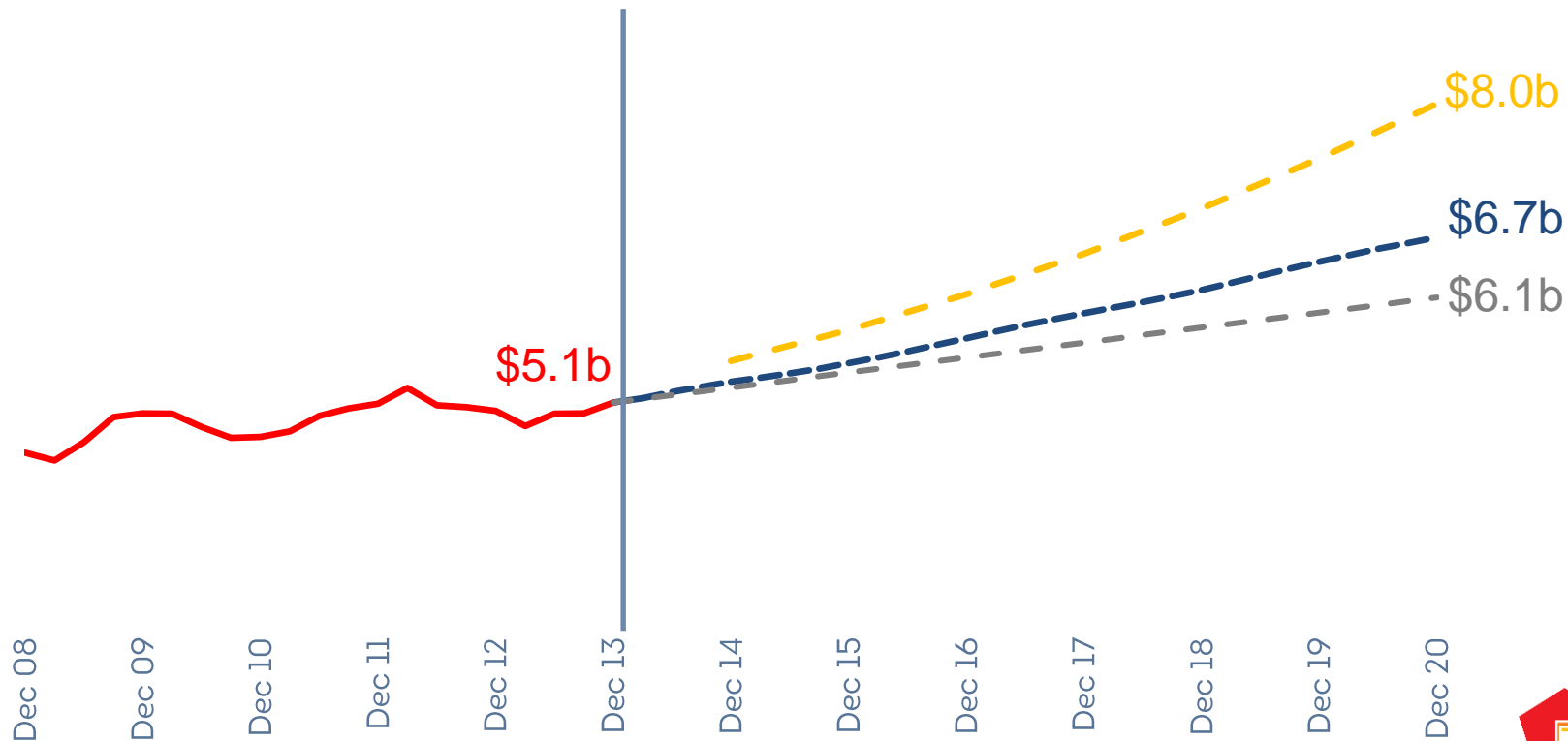
# OPENING ADDRESS

## Rodney Harrex, CE SATC

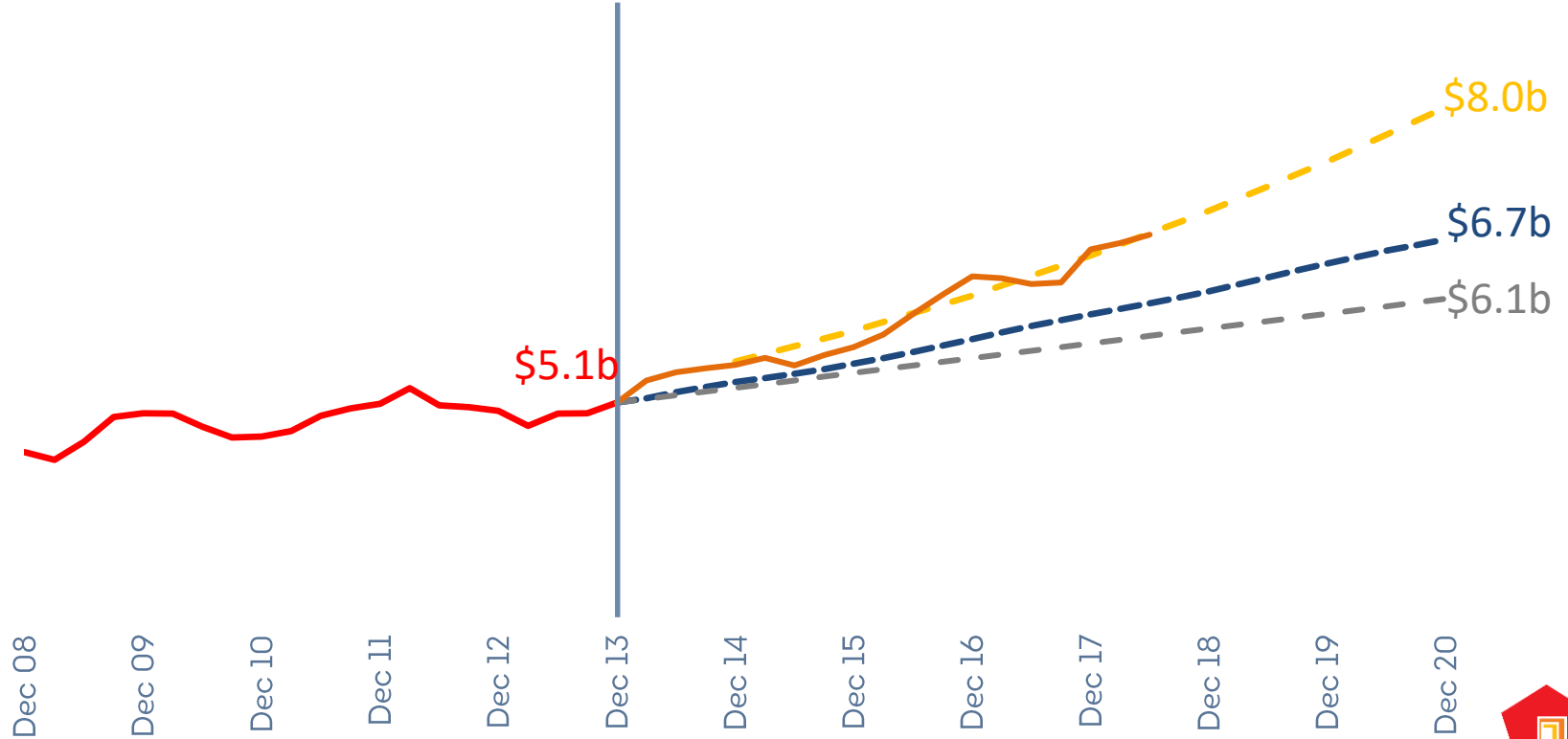
# SETTING THE SCENE



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# SETTING THE SCENE





# PRIORITY ACTION AREAS 2020

## DRIVING DEMAND



## WORKING BETTER TOGETHER



## SUPPORTING WHAT WE HAVE



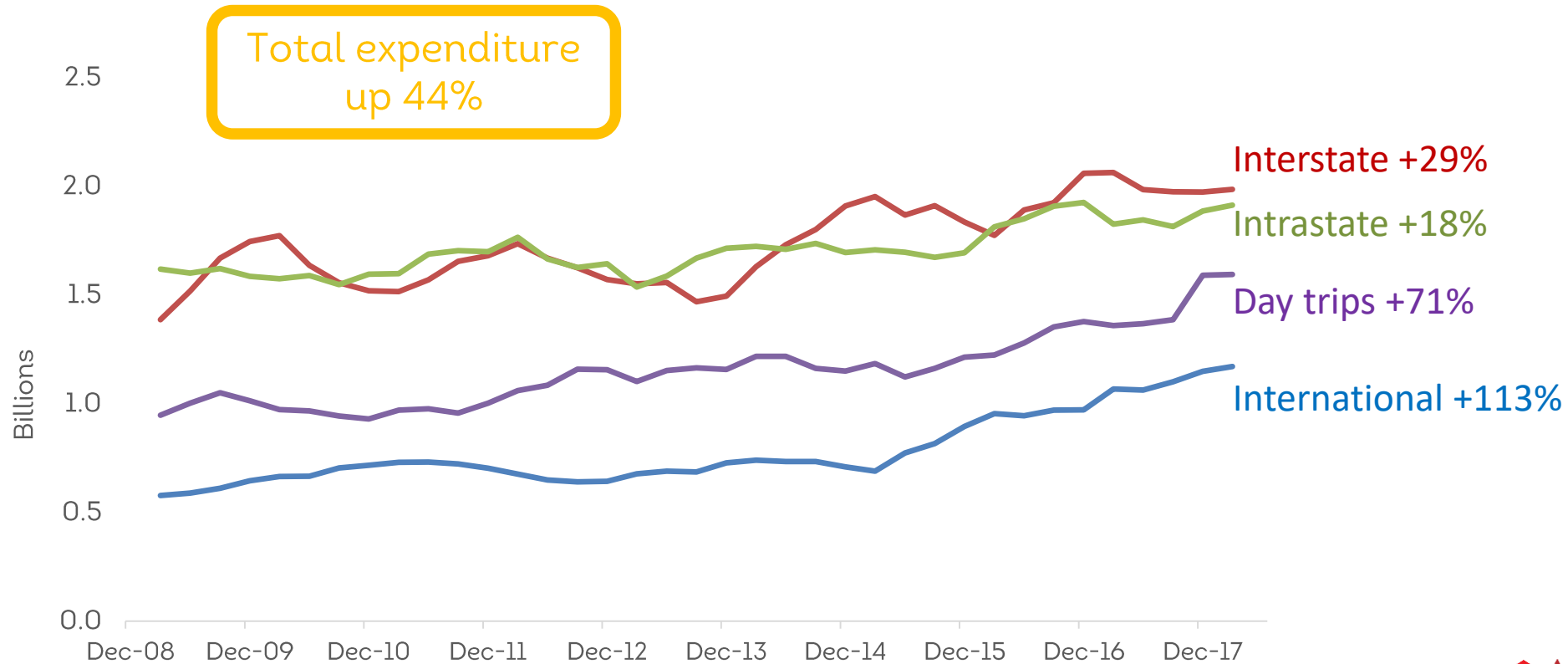
## INCREASING THE RECOGNITION OF THE VALUE OF TOURISM



## USING EVENTS TO DRIVE VISITATION



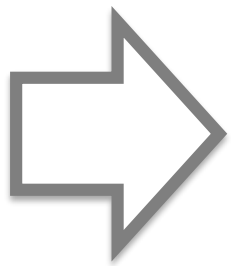
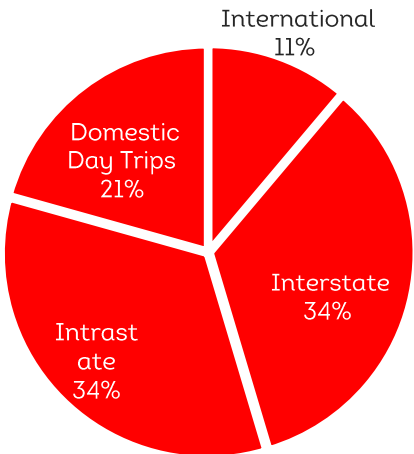
# 10 YEAR OVERVIEW OF EXPENDITURE



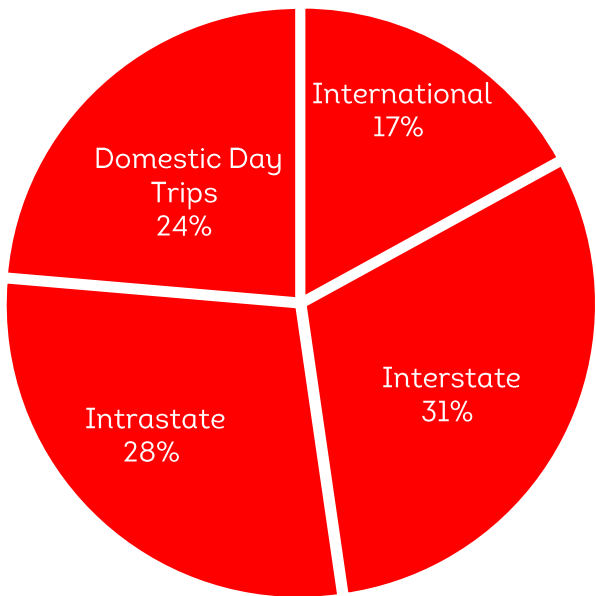


# THE CHANGING VISITOR MIX

2008



2018



# OUR CHANGING MARKETS

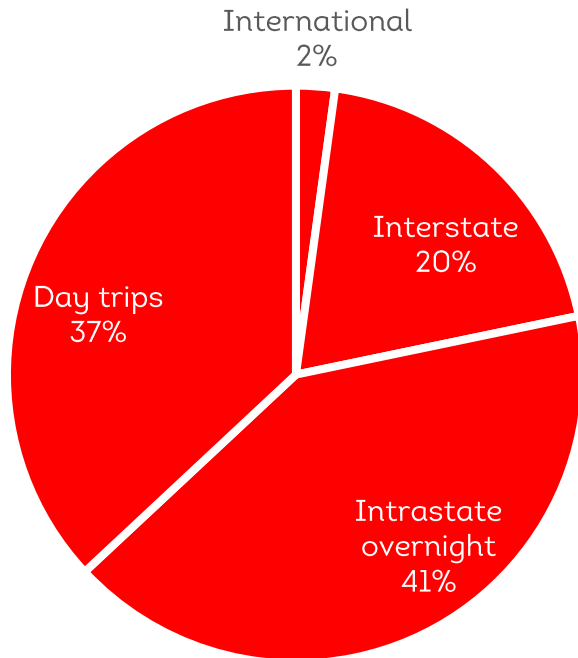
Our **INTERNATIONAL** market has doubled in 10 years, with a movement from western to eastern markets. Expenditure from Asia has tripled, North America has increased by 70% while the European markets have remained consistent.

Our **INTERSTATE** market has increased by 29% largely driven by domestic aviation capacity as well as rise of 'grey nomad' travel.

And South Australians are traveling **INTRASTATE** too with overnight stays up 18% and day trips having increased by 71%.

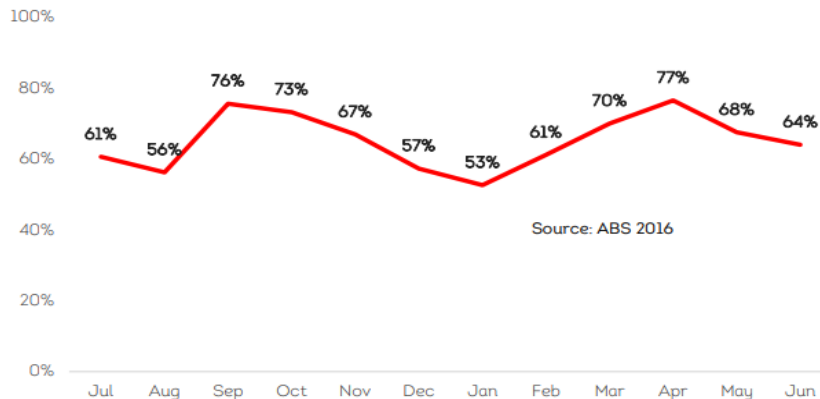
# THE CLARE VALLEY TODAY

## Clare Valley Visitor Expenditure



**\$92m**

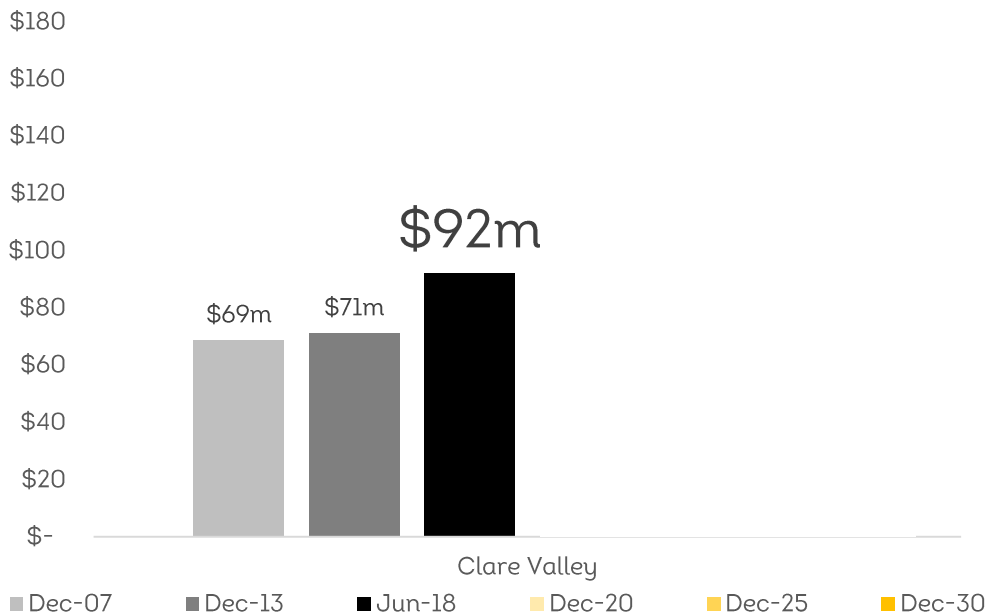
## MONTHLY OCCUPANCY RATES YEAR END JUNE 2016 - CLARE VALLEY



# REGIONAL PERFORMANCE

- The Clare Valley has grown from \$69m in 2007 to \$92m today, a growth of 34%.

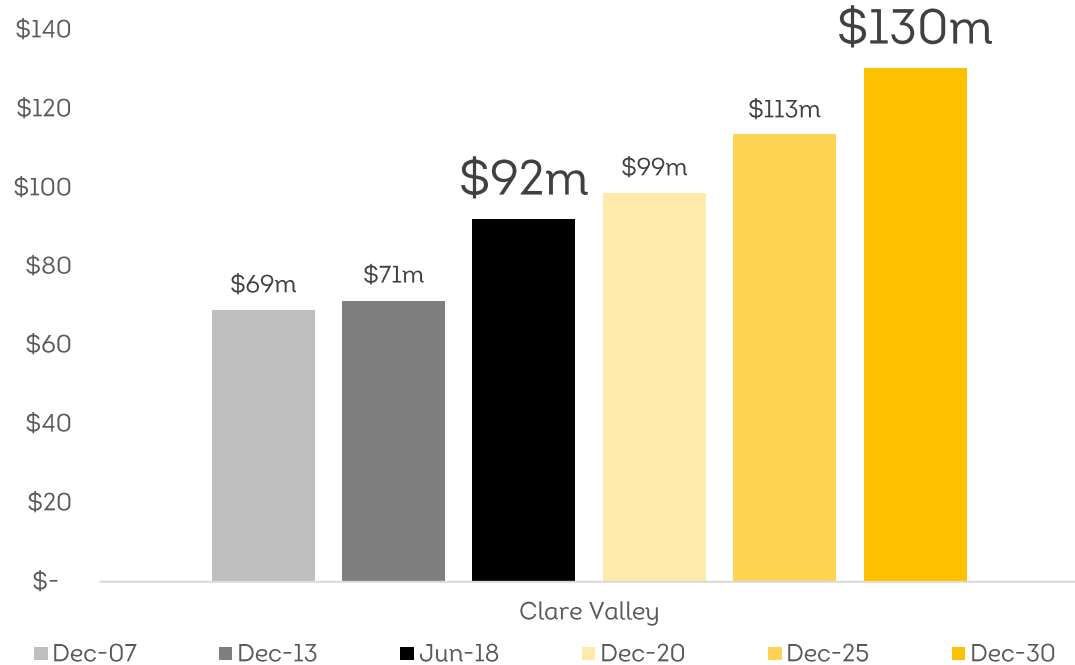
Historical and 2030 Target Performance





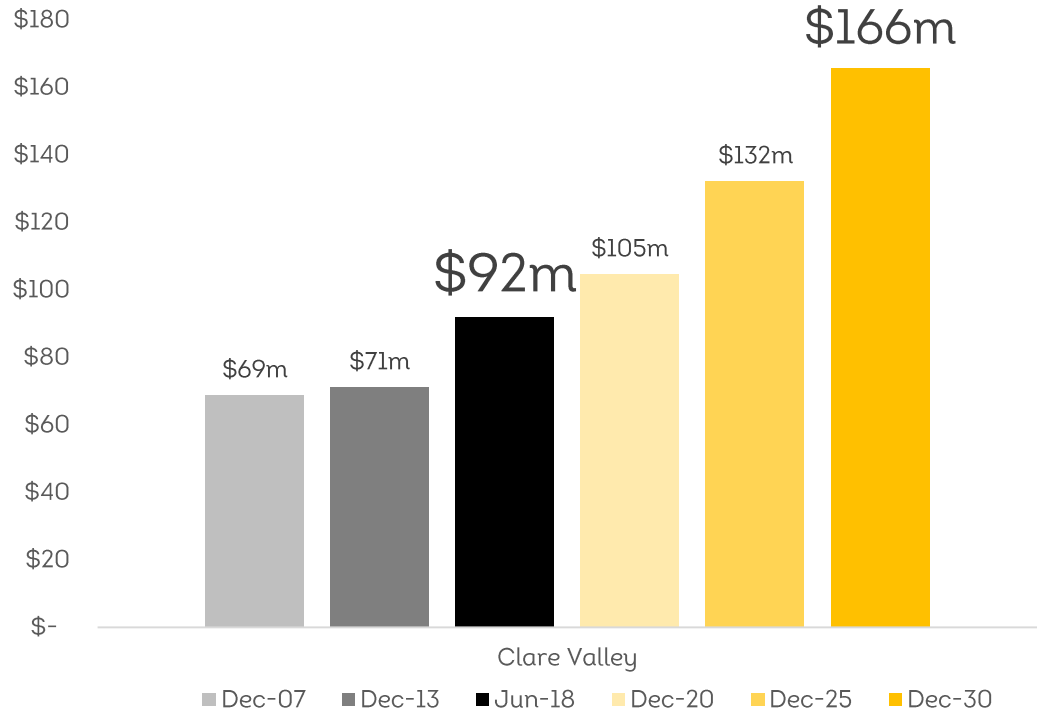
# CONTINUING THE TREND

- Current rate of growth through to 2030 yields \$130m to the region



# REGIONAL TARGET

- Set an ambition to grow the region to \$166 by 2030.



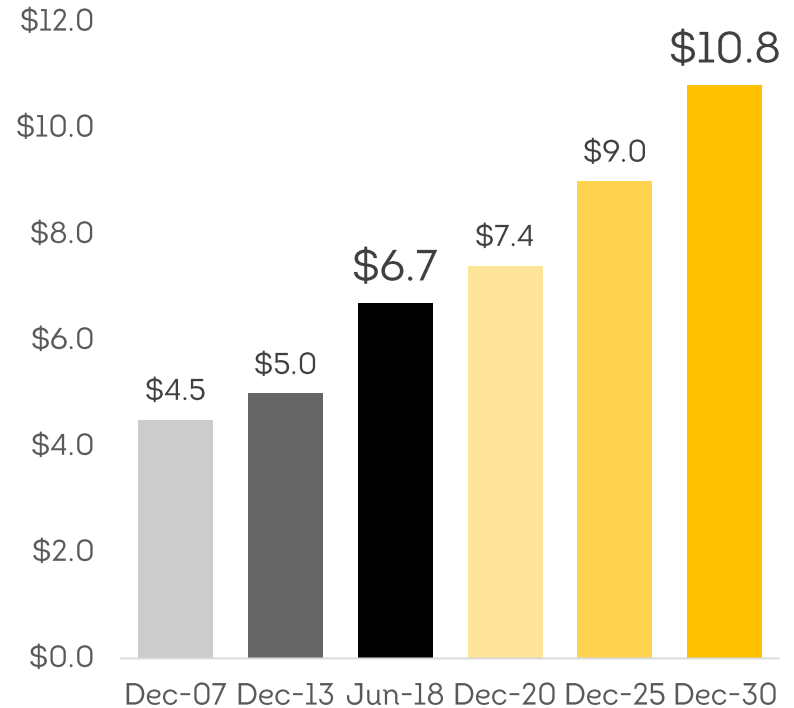
# WHAT DOES THAT MEAN?

- ❑ \$36m extra by 2030 is an additional \$3m in visitor expenditure generated every year.
- ❑ What this means for the Clare Valley by 2030:
  - VOLUME: +4,000 international, +45,000 interstate and +80,000 intrastate
  - YIELD: Double the average spend per visitor
  - Mix of volume and yield



# SOUTH AUSTRALIA HISTORICAL TREND

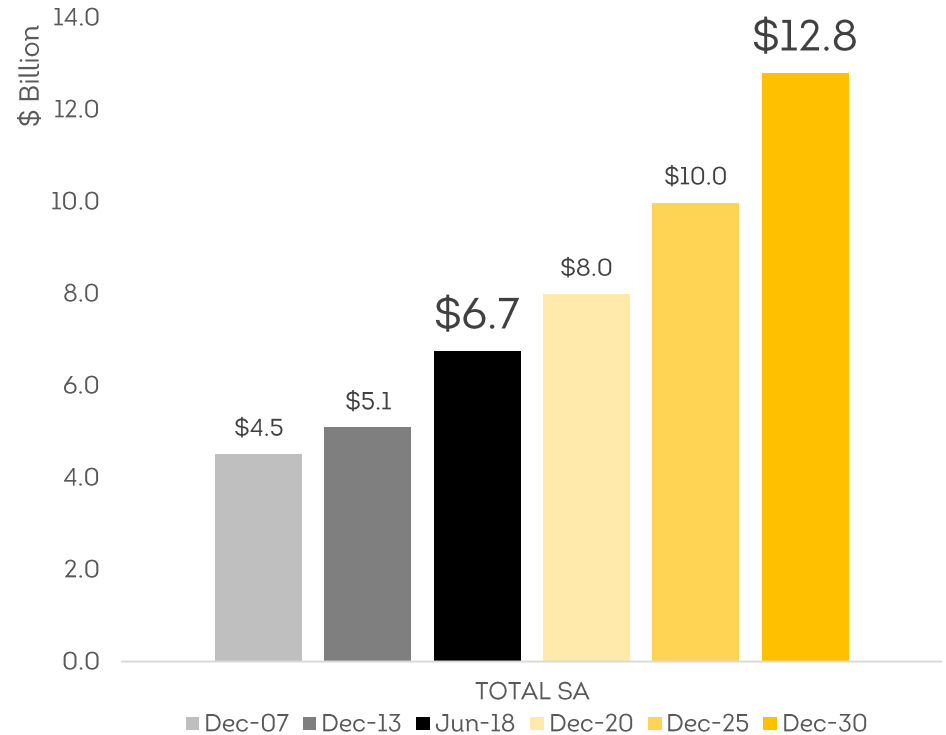
- Historical trend for South Australia provides a result of a \$10.8b in visitor expenditure by 2030.....





# SOUTH AUSTRALIA POTENTIAL

- ❑ However, we are aiming for an increased target of \$2b of additional spend across the state above the historical trend resulting in a target of \$12.8b
- ❑ Achieving \$166m in visitor expenditure in your region will contribute to an overall result of \$12.8b in visitor expenditure by 2030.



# THESE COMPANIES DIDN'T EXIST



# THE FUTURE TRAVELLER

- ❑ International travel population:
  - Shorter stays
  - Growth from Asia
- ❑ Domestic travel population:
  - Aging
  - More ethnically diverse
- ❑ Digital connectivity and disruption
- ❑ High expectations for service



# REGIONAL GROUNDWORK

## SOUTH AUSTRALIA

### TOURISM 2020 CONSULTATION

- Regional access
- Visitor information
- Telling the story
- Digital infrastructure and technology
- Delivery of quality experience
- Value of tourism
- Stronger demand and higher value markets

## TOURISM REGION

### REGIONAL VISITOR STRATEGY

- Positioning the region as authentically Australian
- Consistency in use of the “Breathe It In”
- New flagship events to drive dispersal
- Focus on value not volume
- Foster stronger links between local Councils and tourism associations
- Raising industry capability

## LOCAL ISSUES

### MEET THE MINISTER

- The future of Martindale Hall
- Linking the Explorer’s Way with Air BnB
- Assistance to upgrade room stock
- Staffing challenges
- Assistance with events



# WORKSHOP



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

# EMERGING THEMES

- ❑ Experience Development
- ❑ Marketing/Driving Demand
- ❑ Access
- ❑ Business Capability
- ❑ Infrastructure
- ❑ Collaboration
- ❑ Red Tape reduction
- ❑ Events

# THOUGHT STARTERS

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





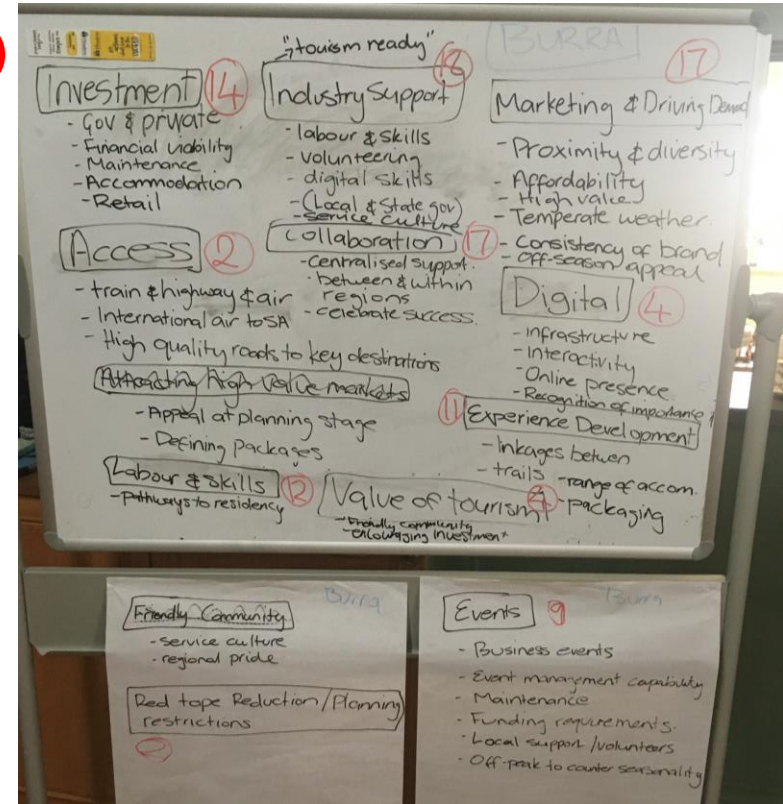
# SUMMARISING OUR DISCUSSION



# KEY THEMES RAISED

Clare Valley, 15<sup>th</sup> Nov 2018  
Burra Town Hall

- ❑ Industry Support (18 votes)
- ❑ Marketing and Driving Demand (17 votes)
- ❑ Collaboration (17 votes)
- ❑ Investment (14 votes)
- ❑ Labour and Skills (12 votes)
- ❑ Experience Development (11 votes)
- ❑ Events (9 votes)
- ❑ Value of Tourism (4 votes)
- ❑ Digital (4 votes)
- ❑ Access (2 votes)
- ❑ Red Tape Reduction (0 votes)



After 90 minutes of discussion, all participants were given 4 votes to provide an indicative prioritisation of the importance of the themes discussed in driving increased performance through to 2030.

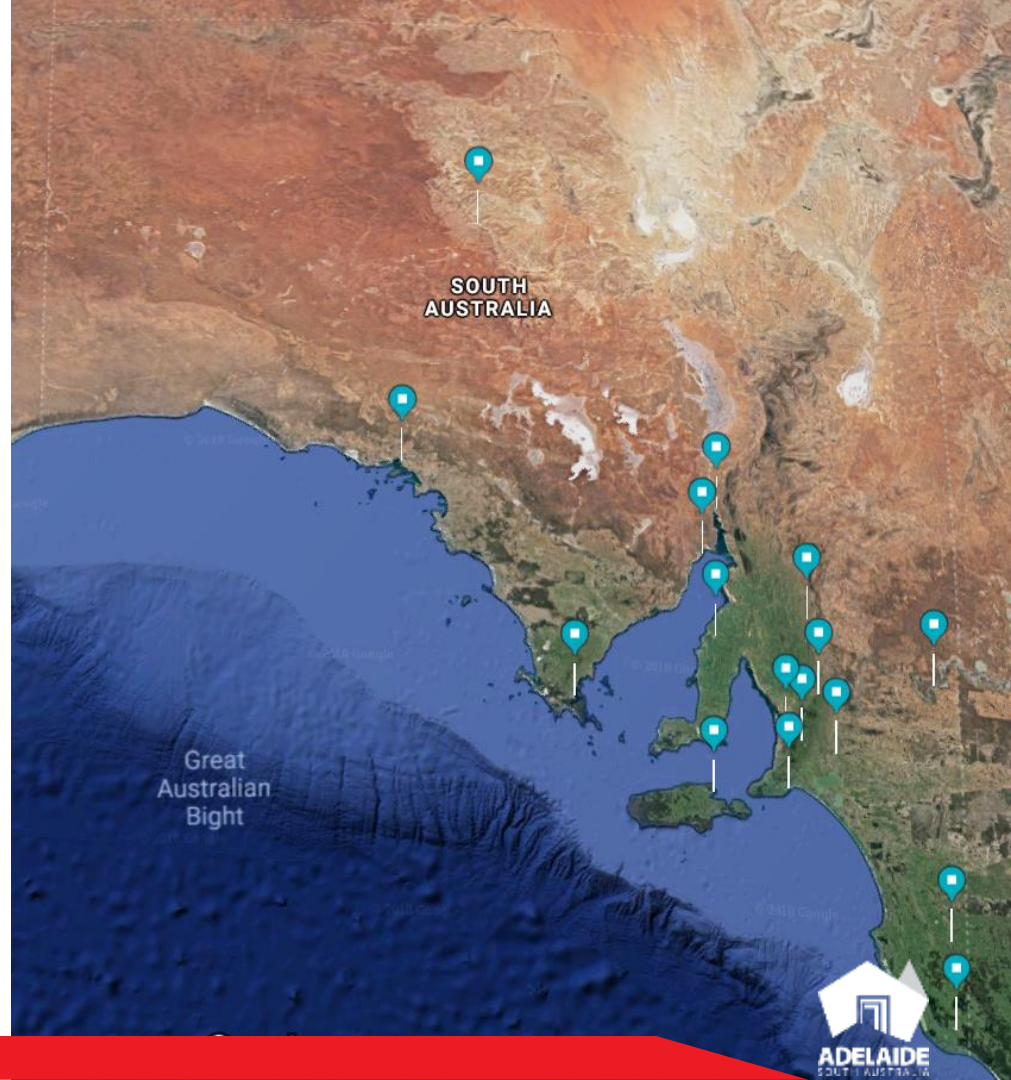


**CONSULTATION PROCESS**



# CONSULTATION PROCESS

- ❑ Extensive regional consultation in 16 locations
- ❑ Open and transparent process allowing for input from all stakeholders
- ❑ Initial input open to all on the SATC Corporate Website
- ❑ Feedback sought on Draft plan in March



# NEXT STEPS

[illegible]

# STAY CONNECTED

[www.tourism.sa.com](http://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*