



South Australian Tourism Commission

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

**- WHYALLA -**

November 2018





A photograph of a rustic building with a covered porch. The building has a weathered, light-colored wall with exposed brick and peeling plaster. A large, dark metal teapot hangs from a chain on the wall. A dark metal door with a diamond pattern is visible. The porch is covered by a dark, striped awning. Two people are sitting on wooden chairs on the porch. In the foreground, there are purple flowers. The text "OPENING ADDRESS" and "Regional Chair" is overlaid on the bottom left of the image.

# OPENING ADDRESS

## Regional Chair

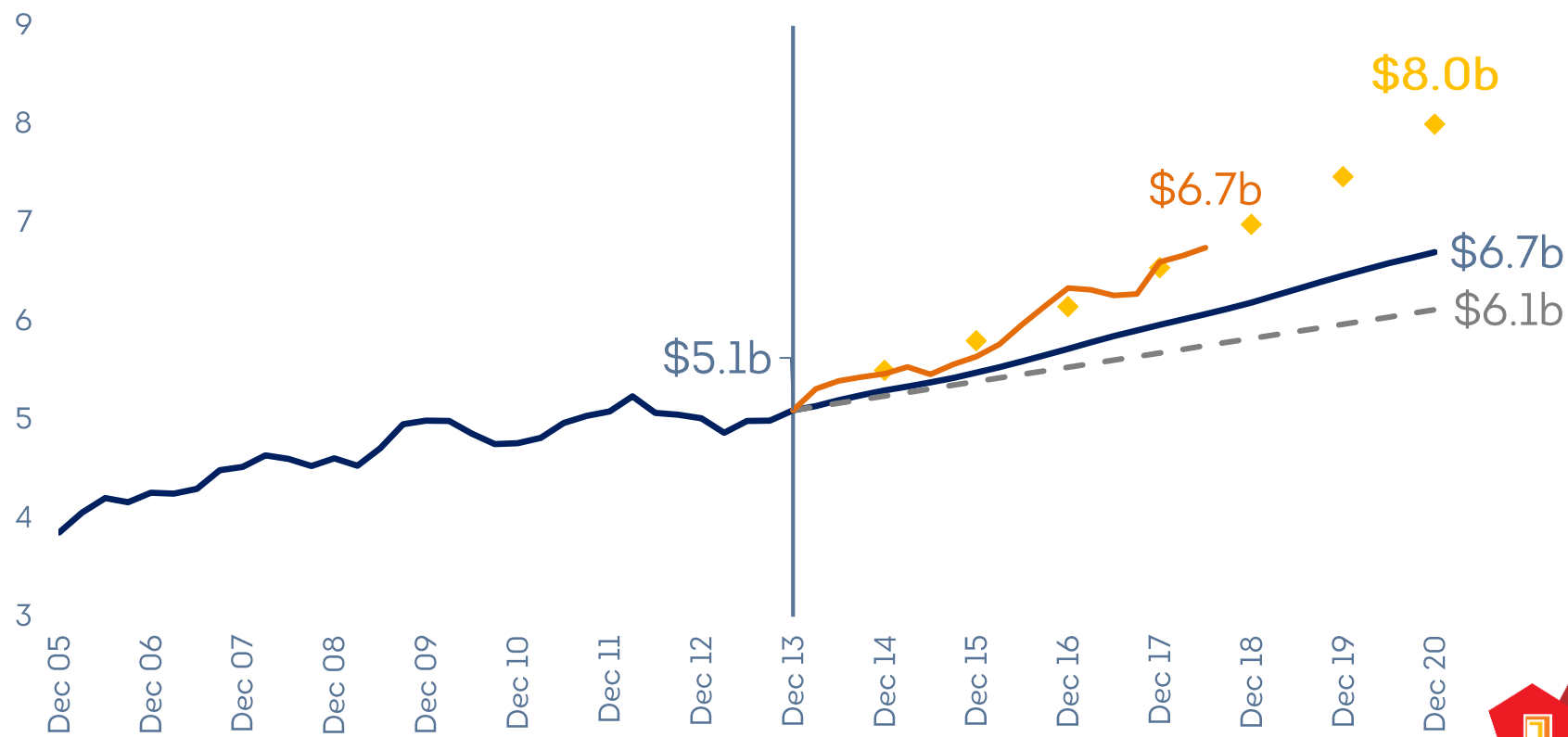


# OPENING ADDRESS

Rodney Harrex, CE SATC



# SETTING THE SCENE



# PRIORITY ACTION AREAS 2020

**DRIVE DEMAND**



**WORKING BETTER  
TOGETHER**



**SUPPORTING WHAT  
WE HAVE**



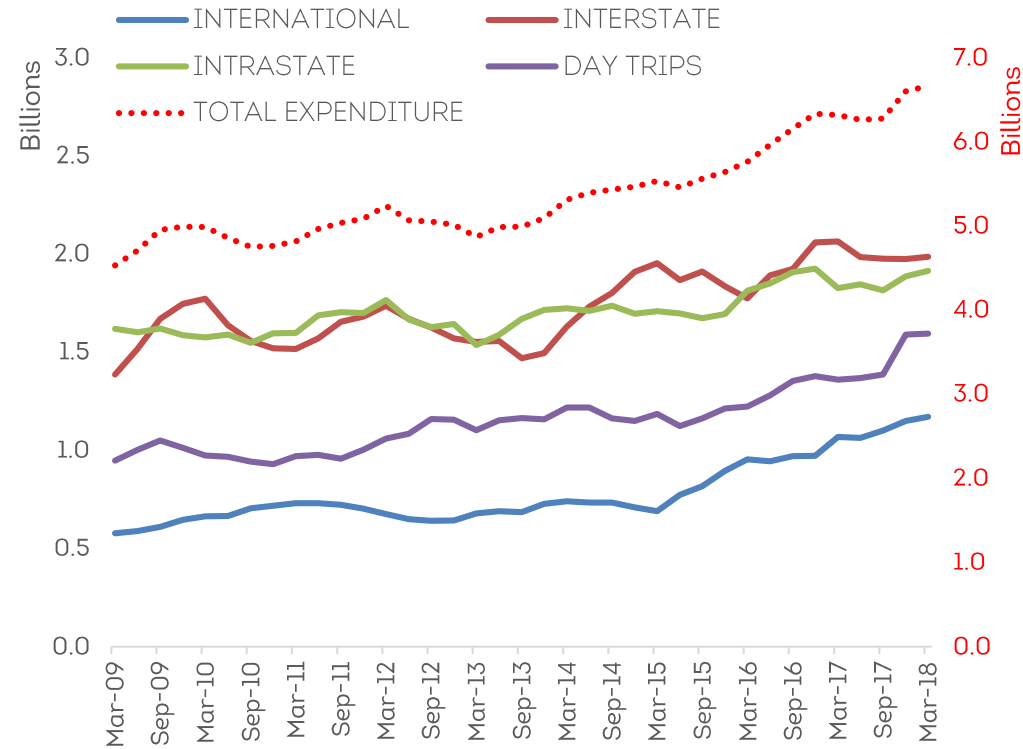
**INCREASING THE  
RECOGNITION OF  
THE VALUE OF  
TOURISM**



**USING EVENTS TO  
DRIVE VISITATION**



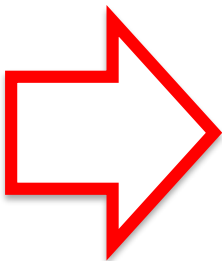
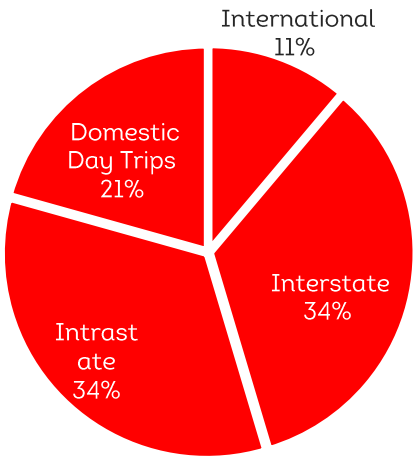
# 10 YEAR OVERVIEW OF EXPENDITURE



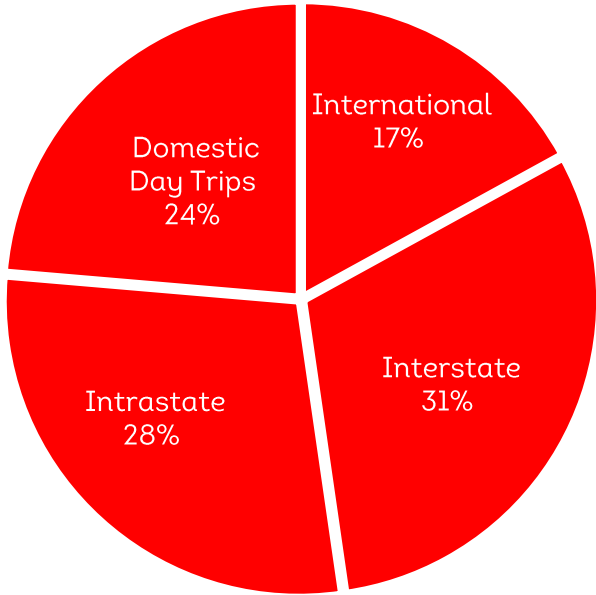
- Total Expenditure up 44%
- International +113%
- Interstate +29%
- Intrastate +18%
- Day Trips +71%

# 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%.



# WHYALLA DISTRICT COUNCIL TODAY

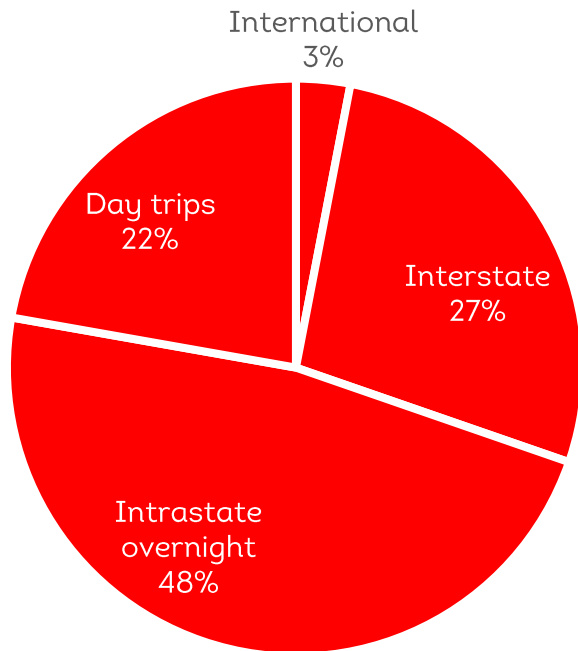


**\$54m**

- ❑ 318,000 visitor nights in the DC area
- ❑ 4 night average stay
- ❑ 141 tourism businesses
- ❑ Key international markets: New Zealand, UK and Scandinavia

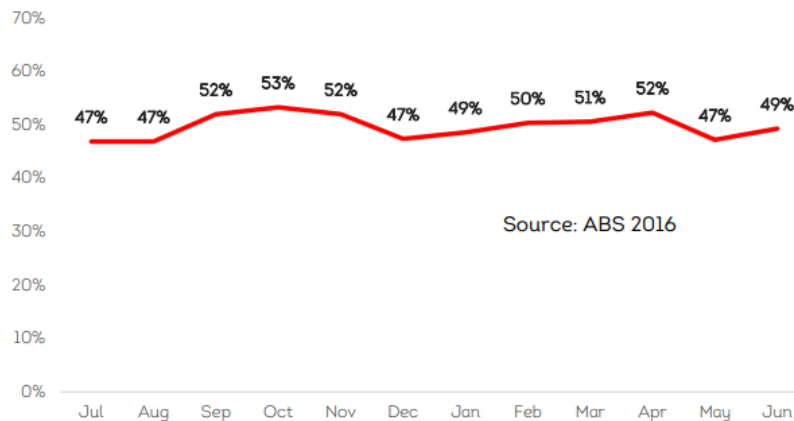
# THE EYRE PENINSULA TODAY

## Eyre Peninsula Visitor Expenditure



**\$274m**

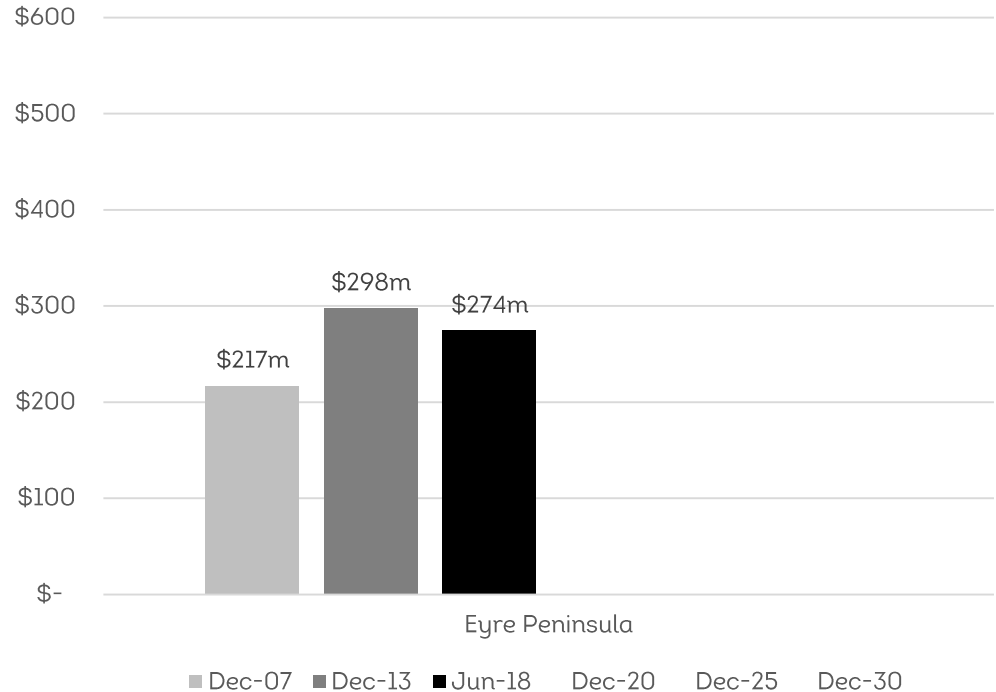
## MONTHLY OCCUPANCY RATES YEAR END JUNE 2016 - EYRE PENINSULA



Source: ABS 2016

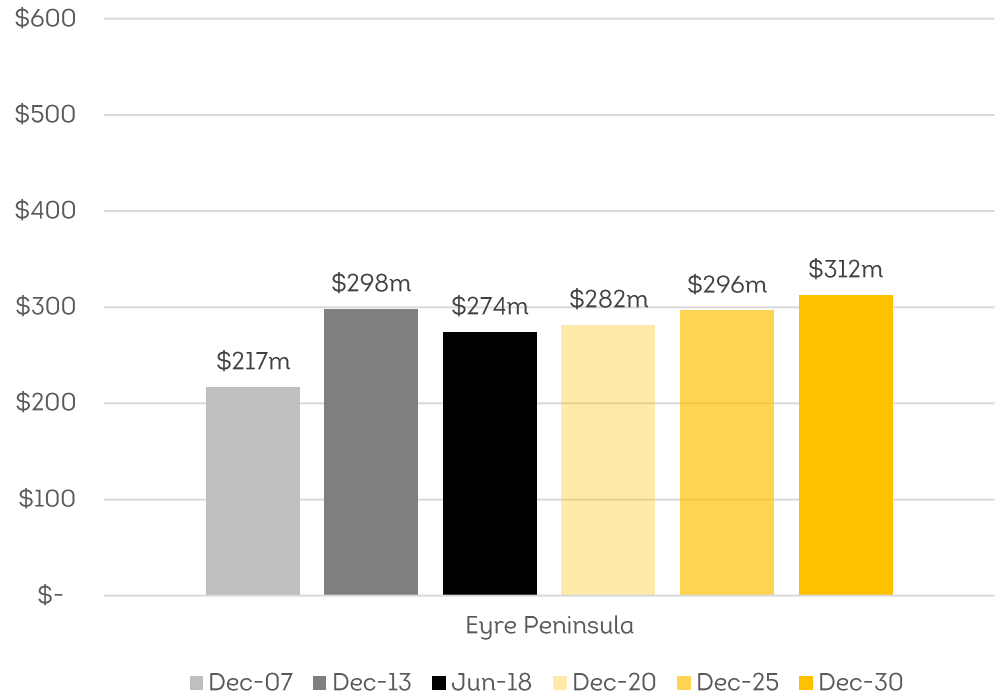
# REGIONAL PERFORMANCE

- The Eyre Peninsula has grown from \$217m in 2007 to \$274m today, a growth of 26%.



# CONTINUING THE TREND

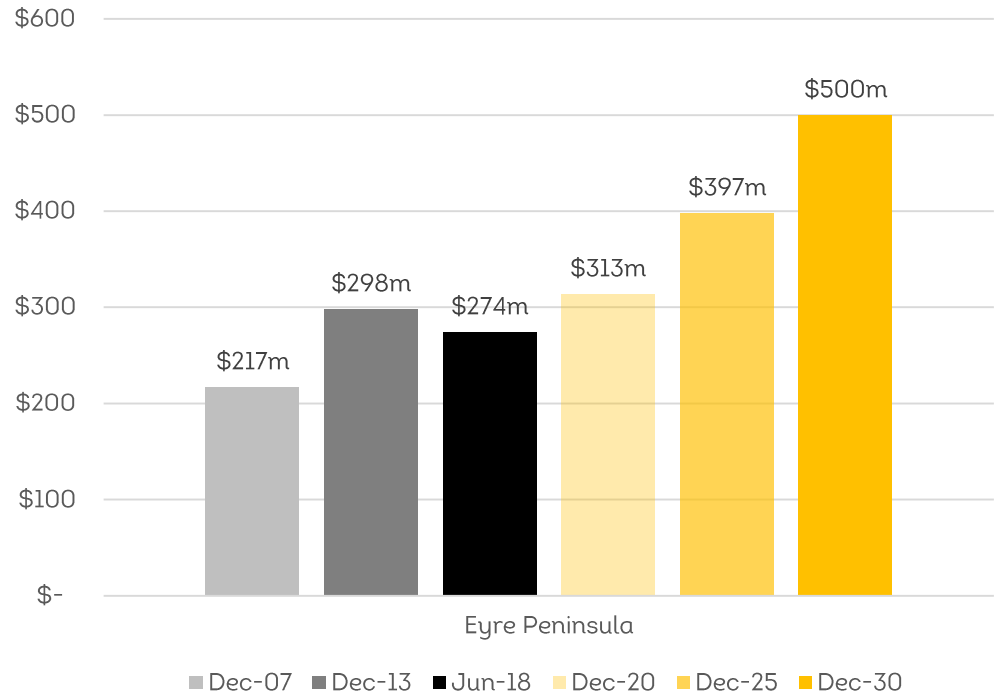
- Current rate of growth through to 2030 yields \$312m to the region





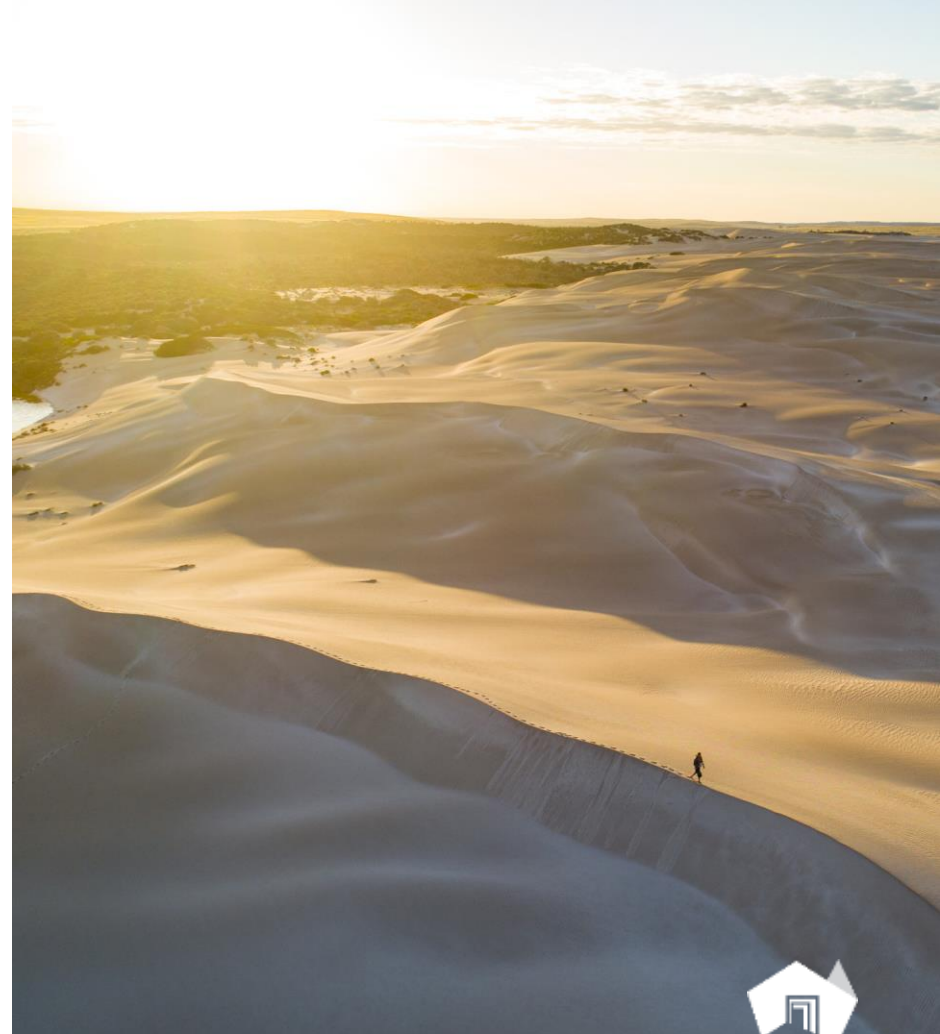
# GROWING BEYOND

- Set an ambition to grow the region to \$500m by 2030.



# WHAT DOES THAT MEAN?

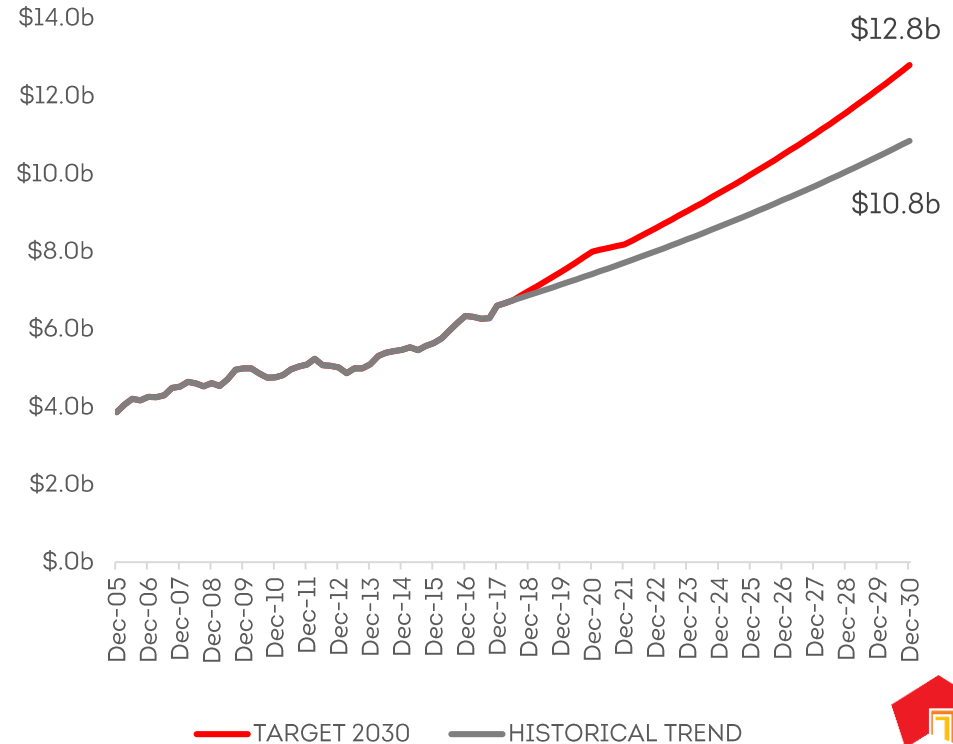
- ❑ \$188m extra by 2030 is an additional \$16m in visitor expenditure generated every year.
- ❑ Every year to 2030 that is:
  - 300 more international visitors AND
  - 6,000 more interstate visitors AND
  - 13,000 more intrastate visitors



# SOUTH AUSTRALIA POTENTIAL

## SA Visitor Expenditure - Actuals and Forecast

- ❑ Achieving \$500m in visitor expenditure in your region will contribute to an overall result of \$12.8b in visitor expenditure by 2030.
- ❑ The increased expenditure is part of an overall \$2b of additional spend across the state.



# THESE COMPANIES DIDN'T EXIST





# THE FUTURE TRAVELLER

- ❑ Shorter stays
- ❑ Growth from Asia
- ❑ Digital connectivity
- ❑ More likely to fly
- ❑ High expectations for service



# REGIONAL GROUNDWORK

## Tourism 2020 consultation:

- Marketing
- Infrastructure
- Red Tape reduction
- Coordination/collaboration
- Value of Tourism

## Regional Visitor Strategy:

- Pristine nature
- Immersive wildlife experiences  
Coastal lifestyle
- Increase overnight stays
- Cooperative approach across marketing, events, product development, council collaboration and investment

## Meet the Minister Session: (Whyalla)

- Increased marketing focus and experience development for the region
- Improved linkages between visitor experiences
- Refreshing tourism signage
- Getting visitors to stop and experience the region

# THE ROAD TO \$12.8b

- ❑ The plan, and this workshop, is about the whole state
- ❑ Achieving this ambitious potential requires growth across all areas of the state and all sectors
- ❑ A strategic view is essential
- ❑ ....so let's get to it!





A white SUV is driving on a dirt road that stretches into the distance. The sky is filled with dramatic, orange and yellow clouds, suggesting a sunset or sunrise. The landscape is flat and open, with some low-lying vegetation and a body of water visible in the far distance. The word "WORKSHOP" is written in large, white, sans-serif capital letters in the bottom left corner.

**WORKSHOP**



# THOUGHT STARTERS

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

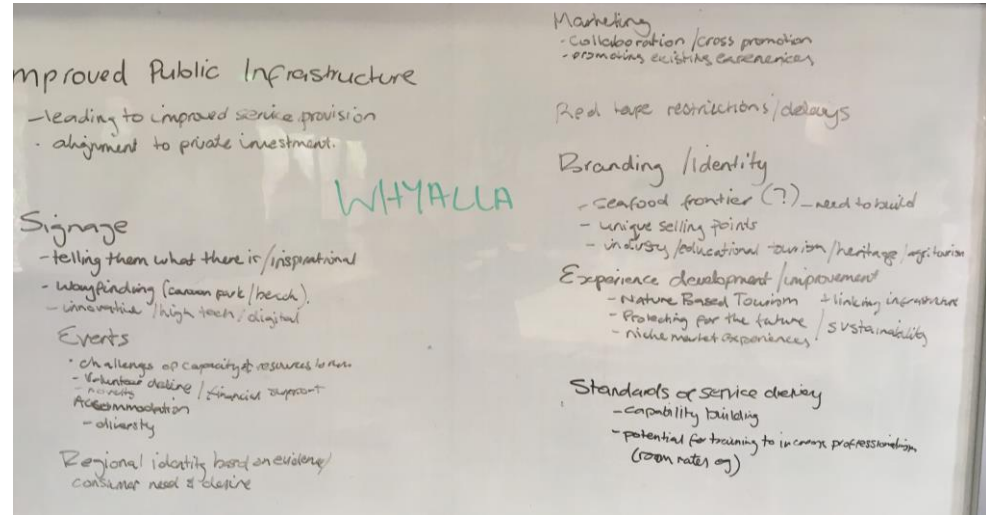
# SUMMARISING OUR DISCUSSION



# KEY THEMES RAISED

Whyalla, 1<sup>st</sup> Nov 2018

- ☐ Improved infrastructure (13 votes)
- ☐ Red tape reduction (13 votes)
- ☐ Signage (11 votes)
- ☐ Events (11 votes)
- ☐ Opportunities to access funding (7 votes)
- ☐ Experience development (6 votes)
- ☐ Marketing and promotion (2 votes)
- ☐ Regional Identity (1 votes)
- ☐ Standards of service delivery (1 votes)
- ☐ Supportive investment environment (0 votes)

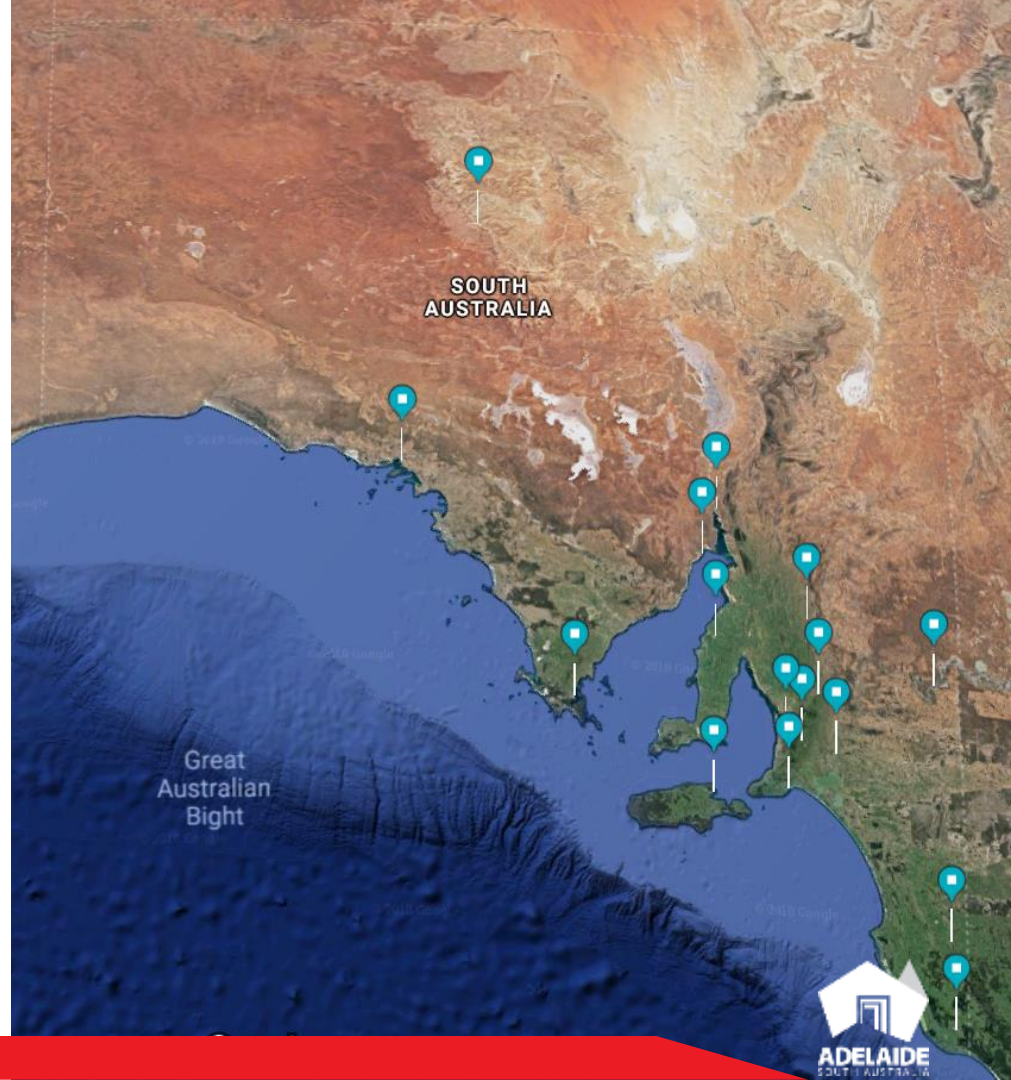


After 90 minutes of discussion, all participants were given 4 votes to provide an indicative prioritisation of the importance of the themes discussed in driving increased performance through to 2030.



# CONSULTATION PROCESS

- ❑ 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*