



ADELAIDE HILLS TOURISM

Strategic Direction

2026 – 2030



ADELAIDE
HILLS

Mission Statement

To strengthen the Adelaide Hills tourism industry by building operator capability, enhancing regional offerings, fostering connections that enable businesses to thrive and telling our region’s story with impact and authenticity.

What we do:

- Support operator capability, wellbeing, sector resilience and sustainability.
- Expand agritourism, wellness, food and beverage and nature offerings.
- Advocate to and collaborate with partners on behalf of industry.
- Capitalise on the region’s proximity to Adelaide.
- Encourage regional dispersal and overnight stays.
- Grow repeat visitation.

Strategic Foundations - The four pillars that focus AHT’s work include:

Industry Capability Development	Regional Positioning and Storytelling	Collaboration and Engagement	Governance and Organisational Effectiveness
Support industry to build capability and establish new experiences or enhance their existing offerings in alignment with the region’s competitive strengths, brand positioning and target markets. CAPABILITY BUILDING Deliver and/or support training and business development programs that build business resilience and capability in experience development, distribution, digital marketing, customer service etc. EXPERIENCE & SUPPLY DEVELOPMENT Support the sustainable development of, and investment in, existing and new visitor experiences. LEVERAGE PARTNERSHIPS Foster partnerships and deliver activities that will increase industry capability or supply, and connect operators with state, national and international opportunities.	Distinct positioning and authentic storytelling showcase the region’s character, lifting awareness, appeal, visitation and yield. BRAND POSITIONING Strengthen the Adelaide Hills’ reputation as Australia’s premier destination for food, beverages, nature, wellness and agritourism through strategic messaging and brand alignment. REGIONAL STORYTELLING Drive awareness, appeal and booking through digital platforms and consistent messaging, and empower operators to enhance their digital marketing. LEVERAGE MARKETING INITIATIVES Leverage state, local and national marketing initiatives to ensure the region’s assets and experiences are promoted to all audiences.	Foster collaboration between industry, regional partners and stakeholders and deliver activities for a coordinated tourism region. INDUSTRY ENGAGEMENT Maintain consistent industry engagement and facilitate collaboration among operators through events, workshops and regular meetings. ADVOCACY & COLLABORATION Advocate to and collaborate with local and state partners for equitable support, representation and promotion, and translate Destination Management Plan (DMP) priorities into coordinated industry action and advocacy. COMMUNICATION Ensure that operators and regional stakeholders are kept informed of strategic opportunities and tourism developments as they arise.	Support the region through best-practice governance, clear key performance indicators (KPIs), advocacy and alignment with long-term goals. BEST PRACTICE GOVERNANCE Maintain clear Board focus and a robust governance framework, reviewing performance to ensure effectiveness and sustainability. STRATEGIC DELIVERY Align activities and deliverables to partner strategies including the Destination Management Plan (DMP) through an annual activity plan with clear KPIs, effective reporting and accountability. ORGANISATIONAL EFFECTIVENESS Maintain accurate records, transparent reporting and sound risk management practices for responsible stewardship of public funds and reporting of DMP priorities.



Adelaide Hills Tourism receives primary funding from Adelaide Hills Council and Mount Barker District Council with further funding from the South Australian Tourism Commission. The region also continues to work with Regional Development Australia (Adelaide Hills, Fleurieu and Kangaroo Island), Adelaide Hills Wine Region, Tourism Industry Council South Australia, Tourism Australia, Stirling Business Association, Hahndorf Business and Tourism Association, Woodside Commerce Association, Business Mount Barker and other sub-regional tourism, commerce groups and industry associations.

