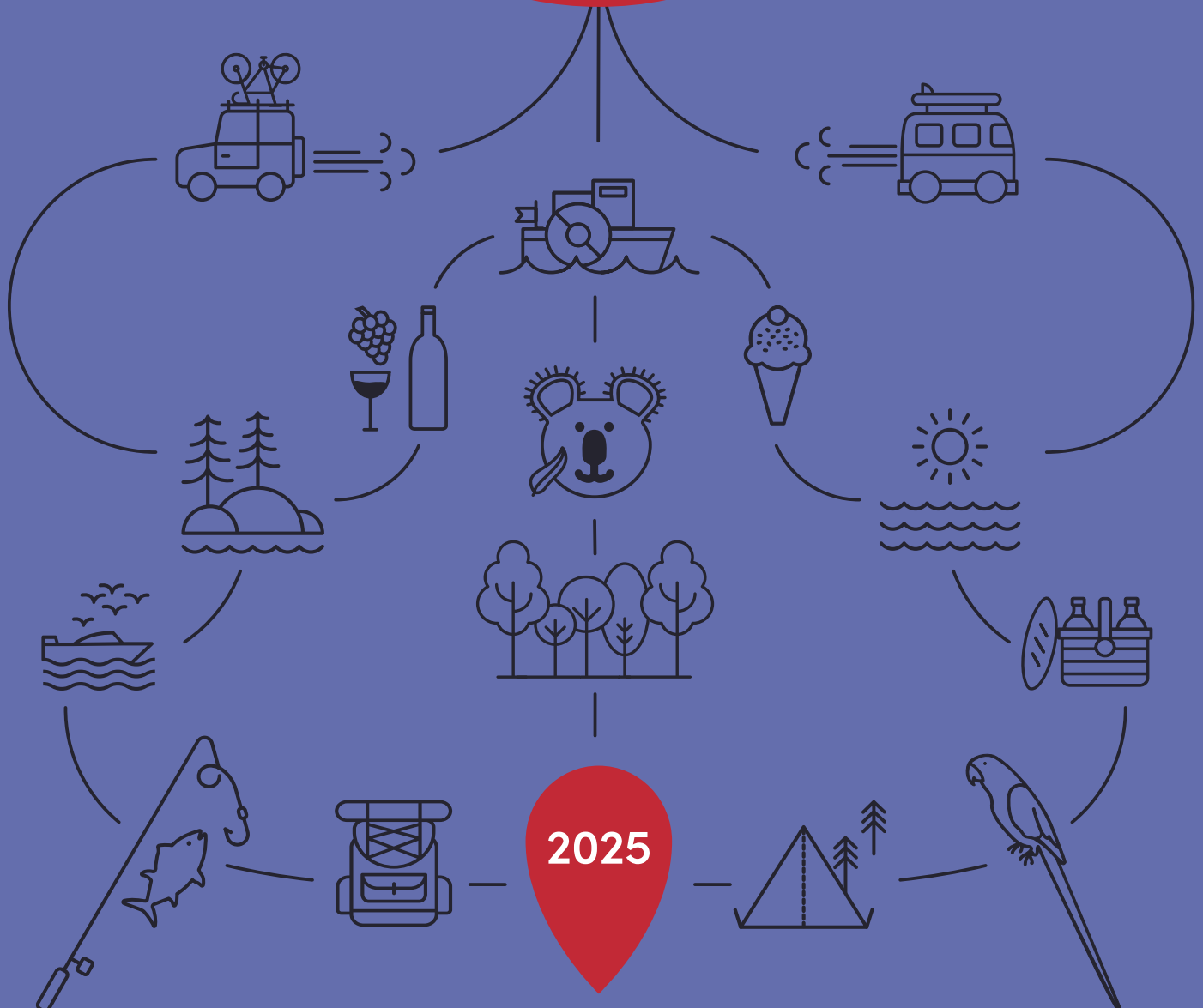


**SOUTH
AUSTRALIAN**

REGIONAL

**VISITOR
STRATEGY**



**Realising the potential of the
regional visitor economy by 2025**



ACKNOWLEDGEMENT OF COUNTRY

South Australia's Regional Tourism Organisation's, the South Australian Tourism Commission, and their collective stakeholders acknowledge Aboriginal people as the First People and Nations of the lands and waters we live and work upon.

We pay our respects to their Elders past, present and emerging. We acknowledge and respect the deep spiritual connection and relationship Aboriginal and Torres Strait Islander people have to Country.

Regional response priorities

Each region has a selection of experiences which reflect the strengths and priorities of that region.



Aquatic adventures



Beach / coastal



Camping



Caravanning



Cycling



Domestic visitors



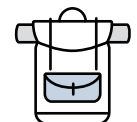
Family



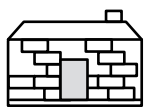
Fishing



Food, wine and beverages



Hiking



Historic



International visitors



Aboriginal experiences



Local produce



Nature / wildlife



Short drive
(close to Adelaide)



Long drive
(touring route)



Regional airport



Regional transport



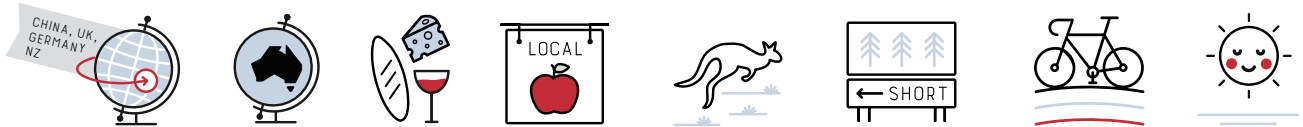
Water experiences



Wellness



Adelaide Hills



VISITOR SPEND

\$170 million

EMPLOYMENT IN REGION

1300 direct + 400 indirect =

1700 jobs

1 in 18 jobs
supported by the
tourism industry

POTENTIAL



VISITORS

	VISITS	EXPENDITURE
Day trips	1,333,000	\$90m
Overnight	195,000	\$80m
OVERNIGHT SPLIT		
International	11,000	\$9m
Interstate	79,000	\$35m
Intrastate	105,000	\$35m

OCCUPANCY AND RATES

	ADELAIDE HILLS	REGIONAL AVERAGE
Occupancy	58%	51%
RevPAR (average yield of a hotel room)	\$96	\$76

773 tourism businesses
293 businesses listed on Australian Tourism Data Warehouse (ATDW)

Sources: International Visitor Survey, National Visitor Survey, Tourism Research Australia December 2019, STR Global, Australian Tourism Data Warehouse, Australian Bureau of Statistics, Regional Tourism Satellite Accounts 2018-19

Adelaide Hills priorities

Adelaide Hills' priority is to build a resilient and sustainable industry that capitalises on its proximity to Adelaide. The region aims to convert more visitors to stay overnight, encourage day trippers to linger longer, spend more and grow repeat visitation. Of key importance is understanding and meeting changing visitor needs via regional experiences, events and strong marketing in a post-bushfire and pandemic environment.

Marketing

- Grow visitors to the new Adelaide Hills website and use site data to better understand visitor behaviour.
- Leverage South Australian Tourism Commission's marketing initiatives to increase leads to local businesses.
- Provide locals with new reasons to explore their own region, which will then enhance the trips of their friends and relatives.
- Encourage greater mid-week visits from all groups (corporate, sporting and incentives) and regenerate interstate and international markets.
- Boost the promotion of experiences that best match changing visitor needs and are reflective of the Adelaide Hills Tourism Interpretative Plan key messages.
- Work collaboratively with the South Australian Tourism Commission's team to adapt visitor target markets and messages based on changing global and local pandemic responses.
- Work with StudyAdelaide to encourage international students to visit and bring their visiting families.

Experience and supply development

- Support the development of experiences that reflect the Adelaide Hills Interpretation Plan themes of food and beverage, towns and villages (including twilight activities), art, heritage and culture (including Aboriginal), nature and lifestyle (including soft adventure, wellness, hiking, cycling and horse riding).
- Support Department for Environment and Water initiatives such as the reinvigoration of Cleland Wildlife Park.
- Advocate for the development of 16 new rooms and 22 room upgrades by 2025.
- Encourage unique accommodation linked to trails, nature, wildlife, food, beverage, and wellness.
- Advocate for improved regional Wi-Fi and telephony connectivity.
- Address infrastructure including touring routes, scenic drives signage, walking and cycling trails and coach and car parking facilities.
- Address gaps in transport connectivity (e.g. ride sharing services and shuttles).



Jurlique founded their global brand in the region 35 years ago, firmly positioning the Adelaide Hills as a wellness hub.



Collaboration

- Encourage partnerships between local tourism operators via industry networking events, familiarisations, digital platforms, cross-promotion and bundling of commissionable visitor experiences.
- Implement the Visitor Information Services strategy and ensure changing visitor needs are being serviced by local tourism operators and across all digital platforms.
- Ensure Adelaide Hills is well represented on major cross-regional touring route promotions (e.g. Epicurean Way).
- Support cross-regional and cross-industry resilience and crisis management plans to minimise risks for operators and visitors.
- Collaborate with rail, cruise and other specialist tour operators to include Adelaide Hills as part of their extended itineraries or packages.

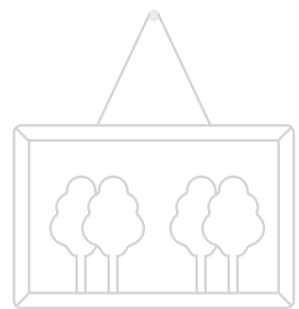
Industry capability

- Focus on building skills across digital marketing, customer service, experience development and distribution.

- Support industry resilience including developing business cases for grants and investment.
- Research and expand the health and wellbeing sector by becoming an incubator for State-wide industry development and positioning the region as a wellness hub.
- Advocate for a training centre to upskill local regional tourism and hospitality staff.

Leisure and business events

- Optimise major Adelaide and cross-regional events including Bay to Birdwood, Tasting Australia and Santos Tour Down Under.
- Embrace new wine events such as Chardonnay May and Sparkling Spring, existing signature wine events Crush Festival and Winter Reds, as well as exploring new agritourism, arts and wellness event opportunities.
- Drive greater mid-week opportunities from business meetings and events.
- Collaborate with Mount Barker District Council to attract events to the new recreation and leisure precinct.



At The Cedars in Hahndorf, visitors can feel the presence of the famous artist Sir Hans Heysen in his studio, home and garden.

PARTNERS



Adelaide Hills Tourism, Adelaide Hills Council, Mount Barker District Council, Regional Development Australia Adelaide Hills, Fleurieu and Kangaroo Island, Stirling Business Association, Hahndorf Business and Tourism Association, Business Mount Barker, Adelaide Hills Wine Region, South Australian Tourism Commission, Tourism Australia, Tourism Industry Council SA, and sub-regional tourism, commerce groups and agricultural industry associations.



**LET'S BUILD A GREAT
FUTURE TOGETHER**

