

Hon David Ridgway MLC Minister for Trade, Tourism and Investment

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South Australia's \$1 billion regional tourism opportunity

The State Government has today launched its *Regional Visitor Strategy* which outlines opportunities to grow South Australia's regional visitor economy by \$1 billion and create 1000 new jobs.

The *Regional Visitor Strategy* outlines the potential to grow regional visitor expenditure in our 11 tourism regions from \$2.6 billion to \$3.55 billion.

The South Australian Regional Strategy will drive South Australia's 11 tourism regions to work together to contribute to the State's target of \$8 billion visitor spend by 2020.

Minister for Tourism, Trade and Investment, David Ridgway said this is an exciting opportunity to secure stronger futures for regional communities across South Australia.

"The strategy outlines new opportunities and challenges for tourism and provides a blueprint for what needs to be done to drive the State forward," Minister Ridgway said.

"Currently South Australia's regions generate 40 per cent of the State's total \$6.6 billion visitor expenditure and account for over 13,000 regional jobs.

"However, our regions are all different, so it's not a one-size fits all approach- it's about an aligned effort.

"The new State Government is acting swiftly on tourism's current challenges and will work with the regions to deliver strong outcomes for the community. We recognise that our regions need to attract more visitors, who stay longer and spend more in SA - creating more local jobs."

Chair of the Regional Visitor Strategy Steering Committee, Helen Edwards, said that in our regions, tourism is everyone's business.

"This evidence-based strategy presents a unique opportunity for key players in every region to focus on their priorities fundamental to delivering outstanding visitor experiences, economic growth and thriving communities" said Mrs Edwards.

South Australian Tourism Commission, Chief Executive, Rodney Harrex, said no one understands the regions better than the local industry and their people, so we're excited to build on the great work that has been achieved to date.

"While we have clearly defined regions, they are all connected through walking trails, bike tracks, tour operators and self-drive tours – the strategy is about building on these links," said Mr Harrex.

"South Australia is attracting more visitors who are spending more than ever before and the SATC will continue to work with the industry to keep this momentum.



“The SATC has delivered exceptional results over the years and a renewed focus with our regions will extend on this.”

Regional tourism organisations initiated the strategy through the Regional Tourism Chairs Forum. Key stakeholders included the Local Government Association of South Australia, Regional Development Australia South Australia, the South Australian Tourism Industry Council and the South Australian Tourism Commission.

For more information and to view the South Australian Regional Visitor Strategy visit www.tourism.sa.gov.au