

# Adelaide Hills



## VISITOR SPEND

**\$163 million**

## EMPLOYMENT IN REGION

1300 direct + 500 indirect =

**1800 jobs**

**1 in 17 jobs**  
supported  
by the  
tourism  
industry

## POTENTIAL



## VISITORS

	VISITS	EXPENDITURE
Day Trips	1,206,000	\$86m
Overnight	186,000	\$77m
OVERNIGHT SPLIT		
International	7,000	\$7m
Interstate	77,000	\$32m
Intrastate	101,000	\$37m

## OCCUPANCY AND RATES

	ADELAIDE HILLS	REGIONAL AVERAGE
Occupancy	58%	51%
RevPAR (average yield of a hotel room)	\$96	\$79

### 744 tourism businesses

159 businesses listed on Australian Tourism Data Warehouse (ATDW)

Sources: International Visitor Survey, National Visitor Survey, Tourism Research Australia December 2017, Survey of Tourist Accommodation 2015-2016, Australian Bureau of Statistics, Regional Tourism Satellite Accounts 2015-16; Deloitte/SATC

## Adelaide Hills priorities

Adelaide Hills' priority is to capitalise on its proximity to Adelaide through collaboration and partnerships. The region aims to convert more visitors to stay overnight and increase visitor spend. Adelaide Hills will leverage its reputation for fulfilling on visitor expectations to drive a thriving and sustainable region.

### Marketing

- Capitalise on the region's proximity to Adelaide to drive increased day trips, repeat visitation and overnight stays.
- Create compelling communications targeted at the visiting friends and relatives market and their local hosts. This has a dual benefit of increased visitation and fostering local community tourism advocates.
- Better align Adelaide Hills and South Australian Tourism Commission's digital marketing efforts for greater impact and leads to local tourism operators and partners.
- Leverage Adelaide Hills marketing with that of StudyAdelaide to encourage students, their families and their friends to visit.
- Grow mid-week visitors to the region via the convention sector (business events and the incentive market).
- Boost the promotion of the region's accessible nature and wildlife offering to international visitors particularly the growing Chinese market.

### Events

- Work with the Adelaide Hills Wine Region Association to refresh existing event strategies for "Crush Festival" and "Winter Reds Weekend" with a focus on innovation, resourcing and growth.

- Optimise local investment in and promotion of cross regional events such as Tour Down Under.

### Collaboration

- Collaborate and leverage State tourism, business and event organisations to ensure a cohesive approach to promotion and visitor attraction.
- Encourage partnerships between local tourism operators via joint familiarisations, cross-promotion and bundling of commissionable visitor experiences.
- Improve the experience (signage, wi-fi access) and promotion of the Epicurean Way touring route.
- Support Adelaide Hills Visitor Information Centre and information outlets to meet changing visitor needs. Implement the hub and spoke model of the Visitor Information Services strategy.
- Support cross-regional crisis management plans for natural disasters to minimise risks for tourism operators and visitors.
- Collaborate with cruise operators to attract cruise visitors to the region.



Just a 20-minute drive from Adelaide and over 50 cellar doors to choose from.



## Accommodation

- Advocate for the development of 41 new rooms and 25 room upgrades (from 3 to 4-star) by 2020.
- Encourage development of a new 5-star property around Hahndorf and accommodation linked to adventure trails, nature, wildlife and wellness.

## Experience development

- Support the development of operator-led experiences that reflect the Adelaide Hills Interpretation Plan themes (food, wine, craft beer, spirits and cider, towns and villages, art and culture, nature and wildlife, accommodation, lifestyle and wellbeing).

## Industry capability

- Raise industry capability in international marketing and distribution (especially China), digital marketing, accessible tourism, customer service, experience development and business cases for grants and investment.

## Visitor Infrastructure

- Address parking issues in Hahndorf.
- Address infrastructure requirements in newer tourism areas such as Uraidla and Lenswood.
- Improve regional Wi-Fi and telephony connectivity.
- Influence investment in Cleland Wildlife Park and The Cedars.



The Crush and Winter Reds festivals collectively attract over 30,000 visitors each year to the region.

### PARTNERS



Adelaide Hills Tourism, Adelaide Hills Council, Mount Barker District Council, Regional Development Australia, Stirling Business Association, Hahndorf Business and Tourism Association, Business Mount Barker, the Adelaide Hills Wine Region Association and the South Australian Tourism Commission.