



Economic priorities

**South Australia –
a growing destination
choice for international
and domestic travellers**



Government of
South Australia

South Australia – a growing destination choice for international and domestic travellers

Why is this a priority for South Australia?

Tourism is already a key driver of the South Australian economy and is expected to be one of South Australia's great growth opportunities.

Tourism is particularly important for regional South Australia which accounts for 44% of tourism expenditure, strongly driving regional economies and employment.

South Australia's competitive advantages in tourism relate to our premium food and wine, our unspoilt, authentic and accessible nature and wildlife and our urban experiences in vibrant Adelaide, but South Australia remains largely unknown.



We need to lift awareness of our beautiful state. World class facilities like Adelaide Oval and our internationally recognised arts festivals and major events are helping to put South Australia on the map. We also need to ensure that visitors to our state are able to access the state easily, and that the infrastructure and local service offerings exceed their expectations. Tourism has potential to create large numbers of jobs, spreading opportunities throughout the state and to businesses of all sizes and across a wide range of sectors, including leisure and business events, the arts, food and wine and education.

Growing our tourism appeal will create jobs in cafés, restaurants, shops, hotels and other accommodation providers, transport operators, tour companies, wineries and event organisers.



Our objectives

By 2017 South Australia will:

<ul style="list-style-type: none"> • Increase the value of our tourism sector from \$5.2 billion to \$6.3 billion per annum by June 2017 (on the way to our 2020 target of \$8.0 billion). 	<ul style="list-style-type: none"> • Increase tourism direct employment from 31,000 to 35,500, on the way to our target of 10,000 additional jobs by 2020. 	<ul style="list-style-type: none"> • Increase tourism expenditure in regional areas from \$2.3 billion to \$2.8 billion.
	<ul style="list-style-type: none"> • Attract two additional major events each year. 	<ul style="list-style-type: none"> • Attract 78,000 conference delegates to the Adelaide Convention Centre, generating 312,000 bed nights.
<ul style="list-style-type: none"> • Establish an international reputation for our premium food and wine experiences. 	<ul style="list-style-type: none"> • Establish at least one new branded, 5 star-plus accommodation in the Adelaide CBD. 	<ul style="list-style-type: none"> • Enhance our thriving live music scene.
<ul style="list-style-type: none"> • Further enhance South Australia's position as the cycling state. 		<ul style="list-style-type: none"> • Develop a reputation for service excellence and unique visitor experiences.

Within 12 months to achieve success in this priority South Australia will need to:

<ul style="list-style-type: none"> • Increase marketing of South Australia in strategic international markets. 	<ul style="list-style-type: none"> • Consolidate recent rapid growth of direct flights into Adelaide Airport, and look to build relationships to capitalise on new opportunities. 	<ul style="list-style-type: none"> • Leverage the successful delivery of the 2015 Cricket World Cup to drive awareness of and visitation to Adelaide, while also showcasing the state's ability to host major events.
<ul style="list-style-type: none"> • Expand our major events calendar and capability within government. 	<ul style="list-style-type: none"> • Increase the focus on service excellence in the tourism industry. 	<ul style="list-style-type: none"> • Increase marketing of South Australia in Sydney and Melbourne and expand into Brisbane.
<ul style="list-style-type: none"> • Encourage South Australians to rediscover their own state. 	<ul style="list-style-type: none"> • Invest in improving the quality and size of the Santos Tour Down Under. 	

Some of our success stories



Barossa: Be Consumed Marketing Campaign

First launched in June 2013, the Barossa. Be Consumed campaign showcases the Barossa as a premium food and wine destination across TV, cinema, press and online channels. Impact in the Barossa region has been very positive, with the visitor information centre in Tanunda reporting accommodation bookings during July and August 2013 were the busiest months on record, up nearly 100% on 2012. The TV commercial has also gained extensive media coverage and won numerous international film awards, including 'Grand Prix, Gold for Best Tourism Film' and also 'Best Director' at the 2014 Baku International Tourism Film Festival.

Air Access

Adelaide Airport has consistently recorded the highest international passenger growth of any of the major Australian Airports for the past 2 years. In 2012, with substantial financial support from the South Australian government, growth in new routes was triggered by Emirates when they initiated direct flights from Dubai (129,000 seats per annum),

followed in 2013 by Air Asia X commencing Kuala Lumpur flights (80,000 seats per annum). Several existing carriers also increased their flight frequencies during this time. Collectively this grew Adelaide's international weekly seats by 67% since March 2012, as well as driving a 14% increase in overall international visitation to South Australia and a 54% increase in direct arrivals to Adelaide airport.

Cricket World Cup

The SATC recognised the potential in winning premium fixtures in Adelaide for the 2015 Cricket World Cup, particularly with significant content involving the defending champions, India.

As a result of negotiations with the Local Organising Committee of the event and the strategic support of key influencers, the SATC not only secured getting India based in Adelaide pre-tournament but also their first match against arch-rivals Pakistan, which is arguably the biggest game in world cricket. With a broadcast audience of up to one billion expected to watch, it will give the state an unrivalled opportunity to leverage tourism, trade and investment opportunities.

Some of our initiatives

- The expansion of the Adelaide Convention Centre will enable it to host bigger conventions and more concurrent events. The first stage, to expand the existing facility, is nearing completion and the second stage will, by 2017, replace the existing Plenary Building (home of the first Convention Centre in Australia in 1987) with a multi-purpose, state-of-the-art facility with plenary capacity of up to 3,500 seats.
- The investment of \$6 million over four years to attract even more major events to South Australia. The new Major Events Bid Fund has enabled Events SA to bid for and secure a calendar of major events for the state.
- The new Kangaroo Island Wilderness Trail will showcase the island's unique natural environment and attract up to 5000 new visitors each year.

Get involved

South Australian Tourism Plan 2020

A plan for the whole tourism industry, from solo operators to large businesses, associations and all levels of government:

 www.tourism.sa.gov.au/about-satc/strategic-plans.aspx

Tourism in South Australia

Learn about our performance – Tourism in South Australia Summary 'At a Glance':

 [www.tourism.sa.gov.au/assets/documents/SATC_infogram_2_pager_M14\(1\).pdf](http://www.tourism.sa.gov.au/assets/documents/SATC_infogram_2_pager_M14(1).pdf)

Destination Action Plans

View our Destination Action Plans for each tourism region:

 www.tourism.sa.gov.au/sa-tourism/regions.aspx



Submit your ideas, initiatives and success stories: economic.priorities.sa.gov.au