



## MEDIA RELEASE

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### **REGIONAL COMMUNITIES COULD BENEFIT MORE FROM TOURISM**

The South Australian Tourism Industry Council congratulates the State's tourism businesses on welcoming more international and domestic visitors but says continued efforts are needed by the State Government's destination marketing and development agencies to ensure all of the State's regions reap the benefits.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says it is positive to see improvement in expenditure and visitor numbers, both in South Australia and nationally.

"The challenge for South Australia is to grow its 6% share of the Australian tourism market," Mr Tilbrook says.

"Our State's regions have much to offer the international traveller and provide compelling reasons to put SA on an itinerary encompassing our food and wine; nature and wildlife; and authentic tourism experiences.

"By improving the regional dispersal of each tourism dollar, more South Australians will profit from the economic and social benefits of tourism.

"Visitor expenditure takes place within tourism businesses and business entrepreneurship is what is going to grow tourism in South Australia.

"The tourism sector can't grow without supporting new and existing businesses; working on both the demand and supply side; as well as addressing infrastructure and access issues for regional tourism.

"The SA Tourism industry Council is focused on industry standards and professionalism and its members recognise that high quality products and experiences in South Australia are crucial to encourage visitors to travel further and spend more.

"This is one of the Tourism Industry Council's key goals with its 100 per cent industry-funded accreditation and training programs."

Tourism Research Australia recently reported **international visitors** to South Australia increased by 7.1 per cent to 386,000 visitors and international expenditure increased by 6.9 per cent to \$731 million – with the State's **market share of Australian international tourism at 6.3 per cent.**

91 per cent of SA's international visitors visited Adelaide; 11 per cent visited Kangaroo Island and the Limestone Coast; 9 per cent visited the Flinders Ranges & Outback; 6 per cent visited the Fleurieu Peninsula; and our other regions welcomed 3 per cent or less of our international visitors.

**Domestically**, the SA tourism industry also welcomed 1.8 million interstate travellers and 3.4 million South Australians and together these visitors spent \$3.2 billion - with the State's **market share of Australian domestic tourism at 6 per cent.**

45 per cent of domestic overnight visits were spent in Adelaide; 12 per cent in the Fleurieu Peninsula; 9 per cent in the Limestone Coast; 8 per cent in the Flinders Ranges and Outback; and our other regions received 7 per cent or less of our domestic visitors.