

2014 Regional Snapshot

How many people visit regional South Australia?

Visitors spend about \$250 million each year in the Northern and Yorke NRM region. In 2010, visitor spending contributed about 5 per cent to the economy of the Northern and Yorke NRM region.


Our natural resources support tourism in regional areas and are central to the State's [plan](#) to increase tourism. For example, South Australian [premium food and wine](#) products and experiences attract interstate and international visitors and our national parks and reserves provide a wide range of recreational opportunities for tourists.

The community, the Government of South Australia and the NRM boards manage the health of the natural resources that support regional tourism.



Trend in the number of day and overnight visits



 **State target**
Maintain the productive capacity of our natural resources

Trend (2009-13)	Stable	The numbers of visits are stable
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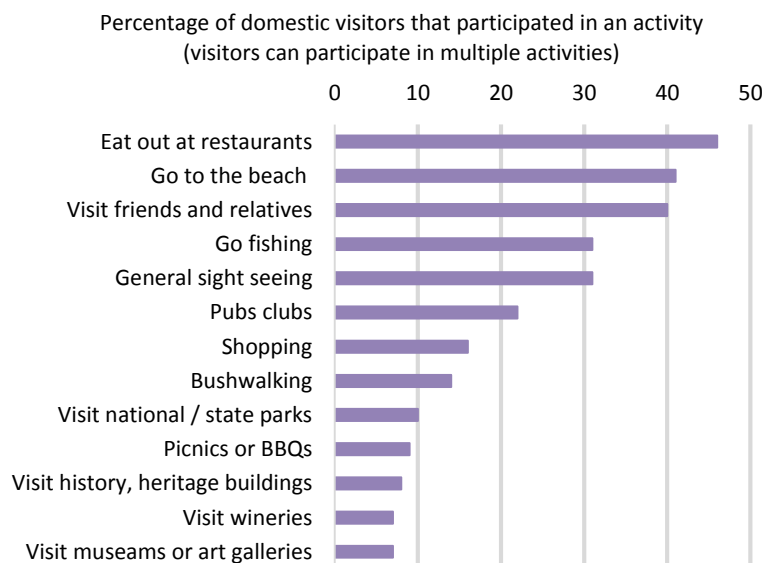
The numbers of single-day or overnight visits to the Northern and Yorke NRM region between 2009-13 have been stable (map above). Regionally based sporting, music, festival and art events increase visits to the region. Parks are also an important part of tourism for regional areas. The Government of South Australia is working to increase visits to our national parks through conservation programs [volunteer involvement](#), park management and increasing awareness, which is summarised [here](#).

Where we are at (2013)	Fair	There were 1.3 million visits to Northern and Yorke NRM region in 2013
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Tourism Research Australia showed that the Northern and Yorke NRM region received almost 1.3 million single-day or overnight visits in 2013.

Beautiful coastlines, fishing, local history and fine wines draw tourists to the Northern and Yorke NRM region.

Many visitors to the region enjoyed the natural resources such as parks, beaches and coastal and marine environments as part of their visit. For example, 41 per cent of domestic visitors go to the beach and 14 per cent go bushwalking (graph on right). International visitors are even more likely to make the outdoors a part of their trip.



Reliability of information  Good

Further information: [Technical information for this report](#) and [Tourism SA](#)