SA Murray-Darling Basin NRM Region People and communities

2014 Regional Snapshot

How many people visit regional South Australia?

Visitors spend about \$240 million each year in the SA Murray-Darling Basin NRM region. In 2010, visitor spending contributed about 4 per cent to the economy of the SA Murray-Darling Basin NRM region.

Our natural resources support tourism in regional areas and are central to the State's <u>plan</u> to increase tourism. For example, South Australian <u>premium food and wine</u> 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.

Maintain the productive capacity of our natural resources

State target

Trend (2009-13)

Getting better

The numbers of visits are increasing

The numbers of single-day or overnight visits to the SA Murray-Darling Basin NRM region between 2009-13 have improved (map above).

Between 1999-2008, there was a decline in tourism most likely due to the millennium drought. The return of high river levels, considerable investment in the region and positive media coverage has boosted the number of visits to the SA Murray Darling Basin NRM region. 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 <u>here</u>.

Where we are at (2013)	Fair	There were 1.7 million visits to the SA Murray-Darling Basin NRM region in 2013					
Tourism Research Australia showed Darling Basin NRM region received a in 2013. Wildlife, ecotourism and river lands the SA Murray-Darling Basin NRM re Many visitors enjoy the region's nat of their visit. For example, 14 per ce go to fishing or bushwalking (graph visitors are even more likely to mak of their trip.	about 1.7 million visits capes draw tourists to egion. ural resources as part ent of domestic visitors on right). International	Percentage of domes (visitors can Visit friends and relatives Eat out at restaurants General sight seeing Shopping Pubs clubs Water activities or sports Go fishing Bushwalking Picnics or BBQs Other outdoor activities			•		ivity 40
Reliability of information	****	Very Good					
Further information: Technical information	for this report and Tourism SA	-					

This report is a work in progress. As resource monitoring improves, so too will our ability to describe trends in condition. Licensed under <u>Creative Commons Attribution 3.0 Australia</u>. © Crown in right of the State of South Australia.



Trend in the number of day

and overnight visits

Getting better Stable Getting worse

Unknown

Not applicable