

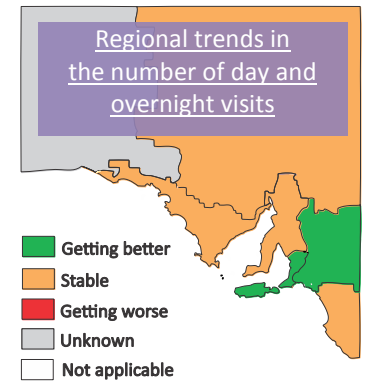
# 2014 State Report Card

## How many people visit regional South Australia?

The tourism industry is worth over \$5 billion in South Australia annually, with spending in regional areas accounting for more than 40 per cent of the total.

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 visitors.

The community, the Government of South Australia and the NRM boards manage the health of the natural resources that support regional tourism. The Government of South Australia is also working to increase visits to our national parks through conservation programs, [volunteer involvement](#), park management and increasing awareness, which is summarised [here](#).

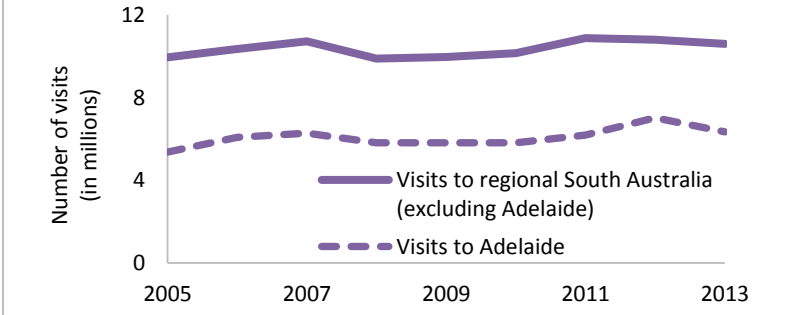


**State target**  
Maintain the productive capacity of our natural resources

**Trend (2009–13)** Stable The numbers of single-day or overnight visits to regional SA are stable

Between 2009-13 the numbers of single-day or overnight visits to South Australia have been stable. Around 10 to 11 million visits are made each year to regional areas (graph on right). About 6 to 7 million visits are made to Adelaide (graph on right).

When broken down by NRM regions, 4 have a stable number of visits and 3 have an increasing number of visits (map above).

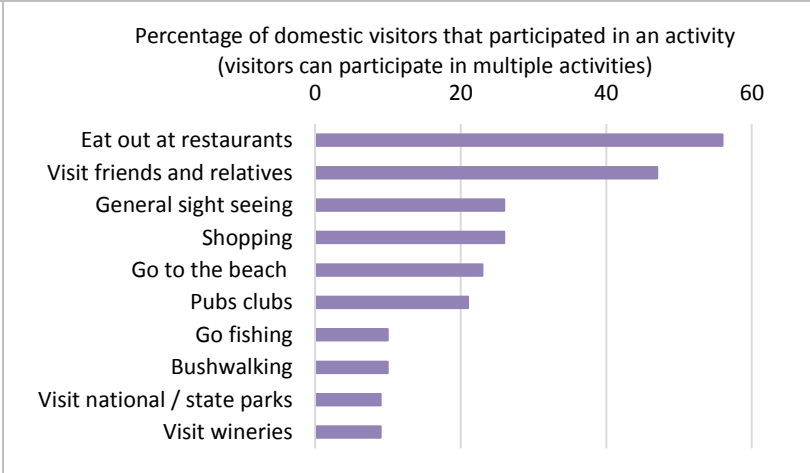


**Where we are at (2013)** Fair There were almost 11 million visits to regional SA and 6 million to Adelaide

Tourism Research Australia showed that nearly two thirds of the single-day or overnight visits were to regional destinations in 2013.

Regional South Australia (excluding Adelaide) received almost 11 million visits in 2013, where visitors spent \$2 billion. This contributed about 1.2 per cent to our state's economy.

Many visitors enjoy our natural resources, such as parks, beaches and coastal and marine environments, as part of their visit. For example, 23 per cent of domestic visitors go to the beach and 9 per cent visit parks (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 card](#) and [Tourism SA](#)