

# 2014 Regional Snapshot

## How many people visit regional South Australia?

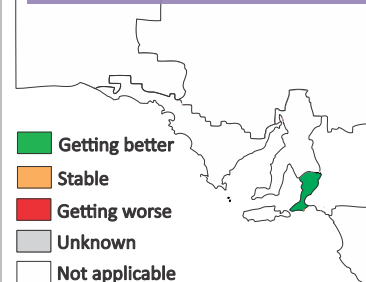
Visitors spend about \$665 million each year in the regional areas of the Adelaide and Mount Lofty Ranges NRM region and almost \$3 billion in Adelaide. In 2010, visitor spending in regional areas contributed 0.4 per cent to the economy of the Adelaide and Mount Lofty Ranges NRM region and visitor spending in Adelaide contributed 1.5 per cent.

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.



Trends in the number of day and overnight visits



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

**Trend (2009-13)** Getting better The numbers of visits are increasing

The numbers of single-day or overnight visits to the Adelaide and Mount Lofty Ranges NRM region between 2009-13 have been increasing (map above).

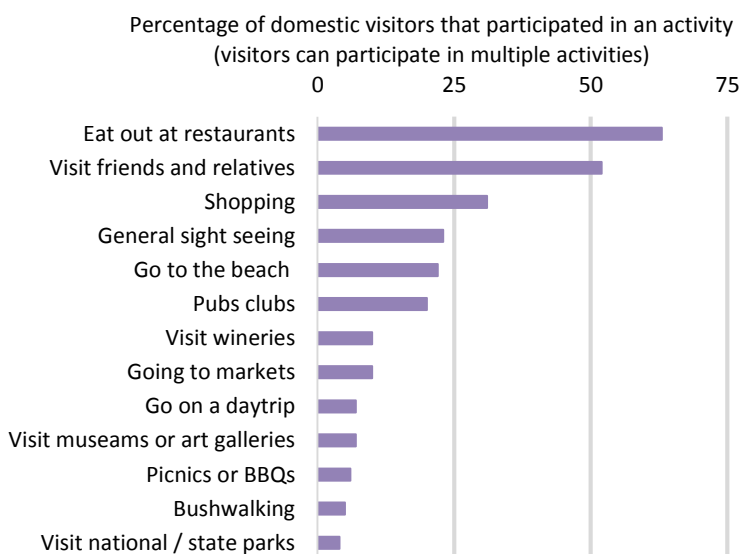
High profile events and festivals increase visits to Adelaide. The Government of South Australia is also working to increase visits to our national parks through conservation programs, [volunteer involvement](#), park management and increasing awareness, which is summarised [here](#).

**Where we are at (2013)** Fair There were 4.7 million visits to regional areas in 2013 (excluding Adelaide). There were 6.3 million visits to Adelaide.

The Adelaide and Mount Lofty Ranges NRM region was the most commonly visited NRM region, receiving almost 5 million single-day or overnight visits to regional areas and over 6 million to visits to Adelaide in 2013.

Beautiful coastlines, fishing, wineries, arts and gourmet food draw tourists to the Adelaide and Mount Lofty Ranges NRM region.

Many visitors enjoy the region's natural resources such as parks, beaches and coastal and marine environments as part of their visit. For example, 22 per cent of domestic visitors go to the beach and 5 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](#)