

## 2014 Regional Snapshot

### How many people visit regional South Australia?

Visitors spend about \$104 million each year in the Kangaroo Island NRM region. In 2010, visitor spending contributed about 14 per cent to the economy of the Kangaroo Island NRM region, which is the highest of the NRM regions.

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)** Getting better The numbers of visits are increased

The numbers of single-day or overnight visits to the Kangaroo Island NRM region between 2009-13 have been increasing (map above).

Parks are an important part of tourism for regional areas. 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 over 0.2 million visits to Kangaroo Island in 2013

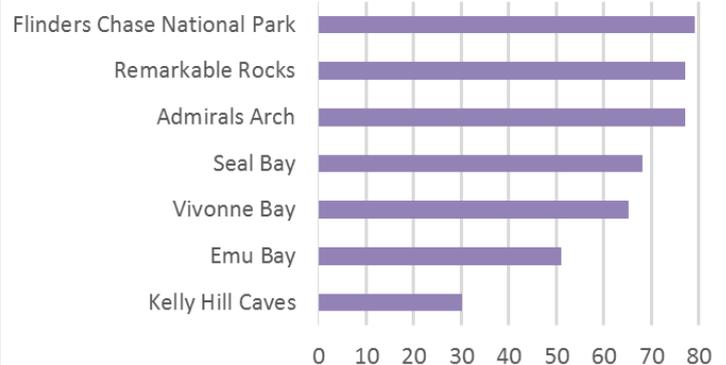
Tourism surveys showed that that Kangaroo Island NRM region received about 230 thousand visitors in 2013.

Beautiful coastlines, fishing, ecotourism, wilderness, wildlife, arts and gourmet food draw tourists to the Kangaroo Island 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, 51 per cent of domestic visitors go to the beach, 49 per cent visit a park and 39 per cent go bushwalking. International visitors are even more likely to make the outdoors a part of their trip.

Of the visitors that went to natural areas, about 80 per cent of visited Flinders Chase National Park, and 68 per cent visited Seal Bay (graph on right).

Percentage of visitors to natural areas (visitors can visit multiple locations)



**Reliability of information** ★★★★★ Good

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