

2014 Regional Snapshot

How many people visit regional South Australia?

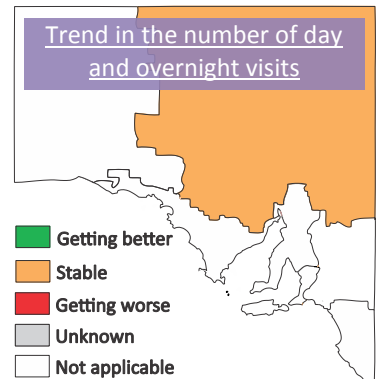
Visitors spend about \$320 million each year in the SA Arid Lands and Alinytjara Wilurara NRM regions, 80 per cent of which is spent in the Flinders Ranges area. In 2010, visitor spending contributed about 5 per cent to the economy of the SA Arid Lands NRM region.

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

The numbers of single-day or overnight visits to the SA Arid Lands NRM region between 2009-13 have been stable (map above).

The Flinders Ranges and Lake Eyre are high profile attractions for regional tourism. More than 40,000 tourists travelled along the Birdsville track in 2011, and over 24,000 tourists visited Kati Thanda-Lake Eyre after the floods created a boom in plants and animals. 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 1 million visits to the SA Arid Lands NRM region in 2013

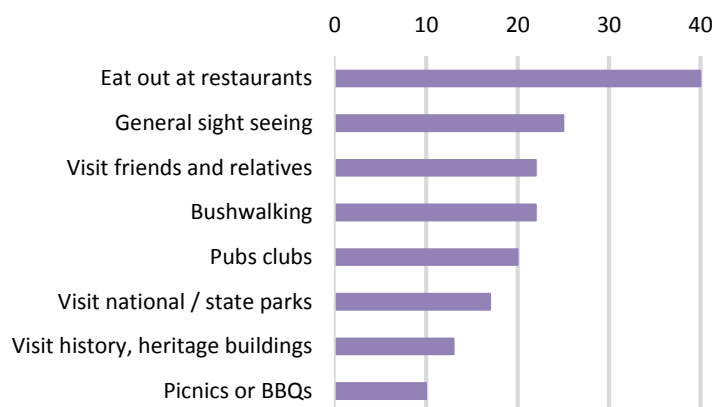
Tourism Research Australia showed that SA Arid Lands NRM region received about 1 million visits in 2013.

Rugged ranges, wildlife, ecotourism and desert and lake landscapes draw tourists to the SA Arid Lands NRM region.

Many visitors enjoy the region's natural resources as part of their visit. For example, 17 per cent of domestic visitors go to parks and 22 per cent go bushwalking (graph on right). International visitors are even more likely to make the outdoors a part of their trip.

The Flinders Ranges are part of the [National Landscape Program](#), which has helped to increase the number of visitors, and the experiences and opportunities on offer.

Percentage of domestic visitors that participated in an activity (visitors can participate in multiple activities)



Reliability of information Good

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