

## 2014 Regional Snapshot

### How many people visit regional South Australia?

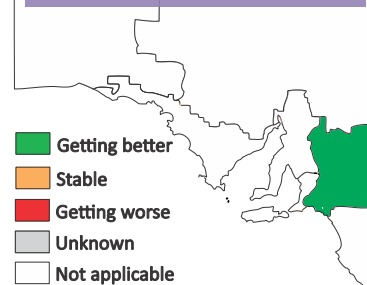
Visitors spend about \$240 million each year in the SA Murray-Darling Basin NRM region. In 2010, visitor spending contributed about 4 per cent to the economy of the SA Murray-Darling Basin NRM region.

Our natural resources support tourism in regional areas and are central to the State's [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 increasing

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

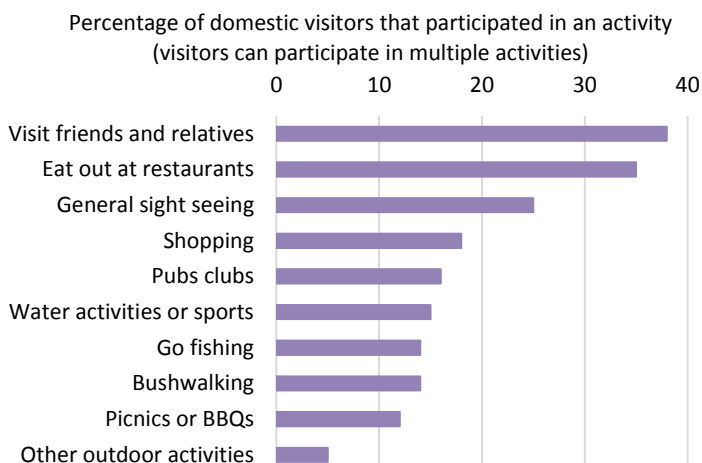
Between 1999-2008, there was a decline in tourism most likely due to the millennium drought. The return of high river levels, considerable investment in the region and positive media coverage has boosted the number of visits to the SA Murray Darling Basin NRM region. The Government of South Australia is working to increase visits to our national parks through conservation programs, [volunteer involvement](#), park management and increasing awareness, which is summarised [here](#).

**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 that SA Murray-Darling Basin NRM region received about 1.7 million visits in 2013.

Wildlife, ecotourism and river landscapes draw tourists to the SA Murray-Darling Basin NRM region.

Many visitors enjoy the region's natural resources as part of their visit. For example, 14 per cent of domestic visitors go to fishing or bushwalking (graph on right). International visitors are even more likely to make the outdoors a part of their trip.



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

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