

# 2014 Regional Snapshot

## How many people visit regional South Australia?

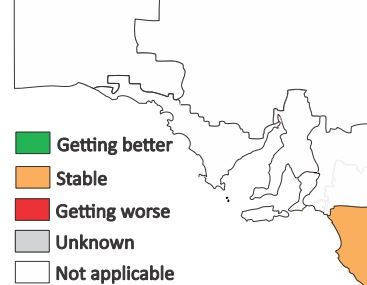
Visitors spend about \$300 million each year in the South East NRM region. In 2010, visitor spending contributed about 3 per cent to the economy of the South East NRM region.

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 South East NRM region between 2009-13 has been stable (map above).

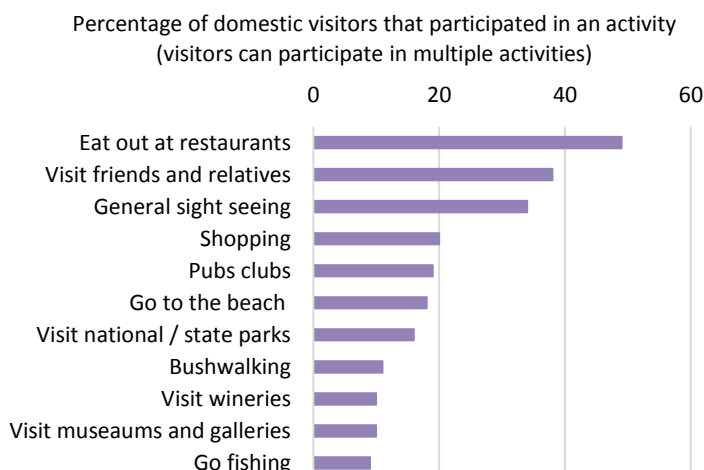
Regionally based sporting, music, festival and art events increase visits to the region. Parks are also an important part of tourism for regional areas. The Government of South Australia is also working to increase visits to our national parks through conservation programs, [volunteer involvement](#), park management and increasing awareness, which is summarised [here](#).

**Where we are at (2013)** Fair There were almost 1.2 million visits to the South East NRM region in 2013

Tourism Research Australia showed that the South East NRM region received almost 1.2 million single-day or overnight visits in 2013.

Beautiful coastlines, fishing, ecotourism, seafood and fine wine draw tourists to the South East 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, 18 per cent of domestic visitors go to the beach and 16 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](#) and [Tourism SA](#)