

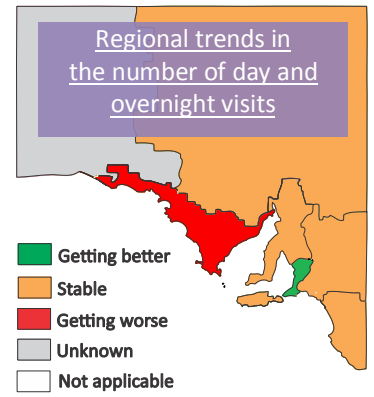
# 2016 State Report Card

## How many people visit regional South Australia?

The tourism industry is worth approximately \$6 billion in South Australia annually, with spending in regional areas accounting for more than 40 per cent of the total. South Australia is aiming to increase this to [\\$8 billion by 2020](#).

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 visitors.

The community, the Government of South Australia and the NRM boards manage the health and prosperity of the natural resources that underpin regional tourism. The Government of South Australia is also working to increase [visits](#) to our national parks through the promotion and development of the following strategies Nature Based Tourism, Healthy Parks and Healthy People, Nature Play and open days and improving park access and infrastructure.

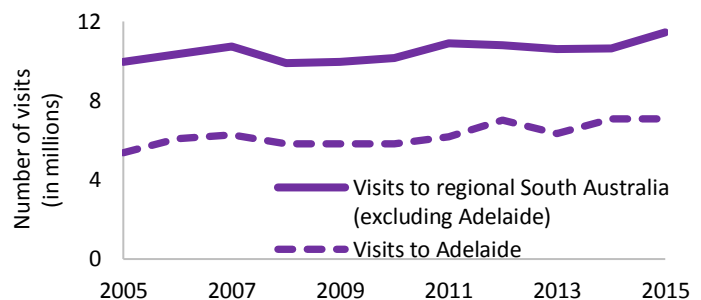


**State target**  
Maintain the productive capacity of our natural resources

**Trend (2011–15)** Stable The numbers of single-day or overnight visits to regional SA are stable

Between 2011–15 the numbers of single-day or overnight visits to South Australia by domestic Australian and international visitors have been stable. Around 11 million visits are made each year to regional areas (graph on right). About seven million visits are made to Adelaide (graph on right).

When broken down by NRM regions, five have a stable number of visits, one has an increasing number of visits and one has a decreasing number of visits (map above).



**Where we are at (2015)** Fair There were about 11 million visits to regional SA and 7 million to Adelaide

Tourism Research Australia showed that nearly two thirds of the single-day or overnight visits were to regional destinations in South Australia in 2015. 40 per cent of international visitors travel outside of Adelaide and visit regional attractions. Regional South Australia (excluding Adelaide) received over 11 million visits in 2015, where visitors spent \$2.6 billion. This contributed 1.2 per cent to our state's economy.

The Government is working to improve [nature-based tourism](#) to our parks, beaches and coastal and marine environments. Currently, 23 per cent of domestic Australian overnight visitors to South Australia go to the beach and 9 per cent visit parks (graph on right).

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



**Reliability of information** ★★★★★ Very good

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

