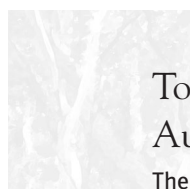




Regional Snapshot



Tourism in northern South Australia

The tourism industry is one of the major economic drivers of northern South Australia, second only in importance to the mining industry.

The tourism industry in the Flinders Ranges sustains that part of the Region, with the majority of residents of the Flinders Ranges now involved in a substantial way with the industry.

In the past fifteen years many pastoralists in the Flinders Ranges have embraced the tourism industry to the extent that their grazing activities are secondary to their tourism activities.

Many Outback communities now rely heavily on the expenditure of visitors passing through the Region, along the Stuart and Eyre Highways or along the Oodnadatta, Birdsville and Strzelecki Tracks, for their prosperity. Without the tourism industry many Outback communities would cease to operate.

Recent information provided by the South Australian Tourism Commission (SATC) indicates that the Flinders Ranges and Outback South Australia's tourism marketing region is a key visitor destination in South Australia, attracting more visitor nights (2.1 million per annum) than any other South Australian region except Adelaide.

Visitors to the Region stay 3-4 nights per average.

Spending by domestic overnight visitors to the Flinders Ranges only was estimated to be \$80 million in 1999. Statistics collected by the Bureau of Tourism Research (BTR) for the 2001 National

Visitor Survey (NVS) reveal important differences in visitation to the Flinders Ranges and to Outback South Australia.

As with all sample surveys the NVS is subject to sampling variability.

Regional estimates may be affected by small sample size and can be subject to a high level of sampling error. Regional data from the NVS should be considered indicative only and used with caution.

Flinders Ranges

Half (50 per cent) of the holiday/vfr (visiting friends and relatives) visitors to the Flinders Ranges are Adelaide residents and 19 per cent are from other parts of South Australia.

Australian visitors to the Flinders Ranges who are not South Australian residents are likely to be:

- from Victoria (14 per cent) or New South Wales (11 per cent).
- aged 65 or older.
- in a lifestyle stage of older non-working married person or young mid-life couple with no children.
- on a trip of 8-14 days and staying at more than one place during their trip.
- participate in sightseeing, bushwalking and visiting national parks, heritage/historic buildings and places and visiting aboriginal places/communities.

Of the 48,000 international visitors that stayed in the Flinders Ranges in 1999/2000:

- 17 per cent came from the United Kingdom, 23 per cent from Germany, 32 per cent from other parts of Europe and 13 per cent from North America.
- 57 per cent were on their first visit to Australia.
- 91 per cent were visiting the Flinders Ranges for holiday/leisure.
- 68 per cent also visited Outback South Australia during their visit.

Outback South Australia

22 per cent of the holiday/vfr visitors to Outback South Australia were Adelaide residents and 21 per cent were from other parts of South Australia.

Australian visitors to Outback South Australia who are not South Australian residents are likely to be:

- from New South Wales (17 per cent), Queensland (15 per cent), Victoria (12 per cent) and the Northern Territory (11 per cent).
- aged 65 or older.
- in lifestyle stage of older non-working married person.
- on a trip of eight nights or more and staying at more than one place in their trip.
- participate in sightseeing, taking guided tours/excursions and visiting heritage/historic buildings and places and visiting aboriginal places/communities.

Of the 54,000 International visitors that stayed in Outback South Australia in 1999/2000:

- 22 per cent came from the United Kingdom, 20 per cent from Germany, 30 per cent from other parts of Europe and 16 per cent from North America.
- 62 per cent were on their first visit to Australia.
- 97 per cent were visiting Outback South Australia for holiday/leisure.

- 54 per cent also visited the Flinders Ranges during their visit.

The Northern Regional Development Board is currently undertaking a number of projects with others to assist the development of the tourism region including:

Flinders Ranges Tourism Cluster

Pichi Richi Railways Preservation Society - Marketing Officer

Steamtown Peterborough

Woomera Heritage Centre

Developing the Tourism Industry in Quorn

Barrier Highway Tourism Group

Stuart Highway Tourism Group

The Northern Regional Development Board's ENewsletter is published bi-monthly to provide the residents of Northern South Australia with accurate up to date information about the Board, the Board's activities in facilitating the development of the Region and information of general interest about Northern South Australia.

The Northern Regional Development Board's ENewsletter is distributed mainly to the Region's business community. Please pass the ENewsletter to other residents, not in business, and invite them to subscribe.

Distribution of the ENewsletter to interested people living outside the Region is also encouraged.

Our contact details are as follows:

Northern Regional Development Board

Highway 1

PO Box 1762

Port Augusta SA 5700

Phone: 08 8641 1444

FAX: 08 8642 6951

Email: reception@nrdb.com.au