

# Open for business

Tourism in the Murraylands and Riverland



Regional  
Development  
*Australia*  
MURRAYLANDS & RIVERLAND INC.  
SOUTH AUSTRALIA



The Murraylands and Riverland tourism industry provides rich nature-based eco-tourism experiences and close-up wildlife encounters, while also offering up superb food and wine experiences along the length of the Murray River and globally renowned Coorong.

Just a few of its iconic (and award-winning) destinations, include *Monarto Zoo, the Murray River Walk, The Frames Luxury Accommodation, The Bend Motorsport Park, Coorong National Park, the Wooshed Brewery* and *Banrock Station*. There's also strong growth and expansion opportunities in both the Riverland and Langhorne Creek wine regions.

It's home to all matter of Murray River cruising activity, with Australia's biggest fleet of recreational houseboats and historic paddlesteamers.

The Murray River, Lakes and Coorong tourism region includes a range of geographies, from the majestic river landscape, to the internationally recognised Lower Lakes, Murray Mouth and Coorong National Park. With its wild beaches and extensive ecosystems, the Coorong environment has once again, been made the star of the 2019 *Storm Boy* film remake.

The Riverland has always been well-known as the fruit bowl of Australia, but it's now emerging as a food and wine destination as well, not to mention its recent growth in breweries and distilleries. It's even launched the *River Tastes Food and Beverage Trail* which maps out over 30 gourmet experiences (many with River views). The Riverland is also a South Australian icon for houseboat holidays, watersports and its growing event calendar.

During 2018 there were an estimated **408,000 international visitor nights** in the Murraylands and Riverland region combined, **accounting for 17.8%** of the total visitor nights. Tourism expenditure in the region was also shown to have grown considerably from previous years, with an estimated **\$324 million spent** during overnight stays and day trips.



Image courtesy South Australian Tourism Commission

## Murray River, Lakes and Coorong



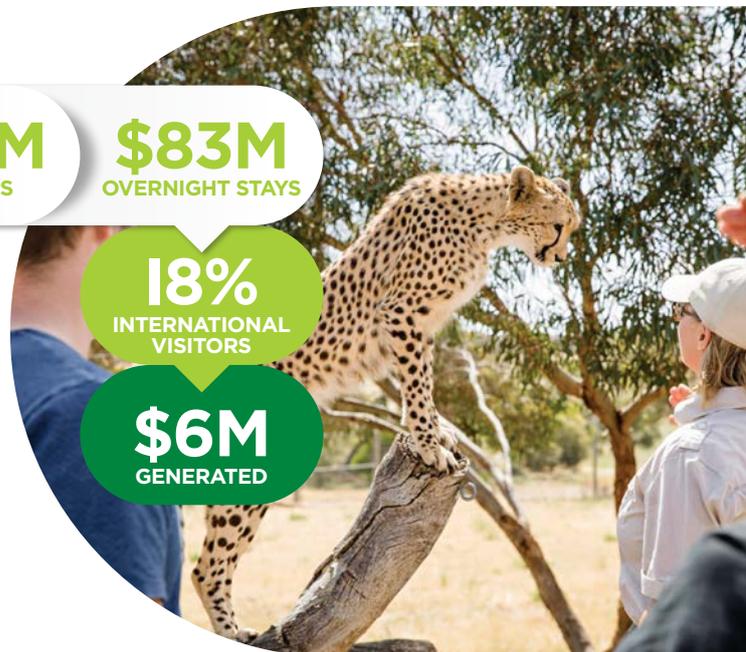
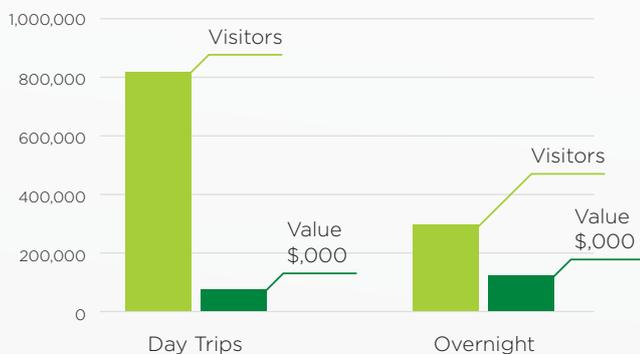
**1.193M**  
TOURISTS

**\$148M**  
GROSS VALUE

**\$65M**  
DAY TRIPS

**\$83M**  
OVERNIGHT STAYS

**FIGURE 1:**  
Murray River, Lakes and Coorong



**18%**  
INTERNATIONAL VISITORS

**\$6M**  
GENERATED

Image courtesy South Australian Tourism Commission

At less than an hour's drive from Adelaide, the region's two priorities are to:

- grow visitor spend from day trips; and
- increase overnight visits from the domestic and global market.

As the region is predominantly a self-drive visitor market, the key will be leveraging existing touring routes and Murray River cruising options, plus promoting and developing events and hero experiences which reflect the region's unique nature-based environment. The length of walking and cycling trails is increasing dramatically in the region too, as its

all-season climate lends itself to year-round activity for all ages and abilities.

The Murray River flows more than 2500 kilometres from the Snowy Mountains to the Southern Ocean in South Australia. This region is at the end of the system, passing through some of the most spectacular cliff faces you can see. It connects the fresh water River to the Lower Lakes, Coorong lagoons and spectacular Murray Mouth at the ocean along Goolwa beach. One key touring route, the *Mighty Murray Way*, is a self-drive touring route which allows visitors to take all of this in, and promotes ways to enjoy both water and land-based experiences.

### Opportunities for investment include:

- ▶ Accommodation to service increasing demand for events and short stays
- ▶ Developing the 450km *Murray Coorong Tail* (walking and cycling)
- ▶ Developing new Aboriginal and on-water experiences
- ▶ Leveraging the region's new and iconic products (including *The Bend Motorsport Park* and *Monarto Zoo*) as platforms for developing complementary experiences
- ▶ Creating new hero experiences along the Lower Lakes, Coorong and northern end of the region



## Riverland



**794K**  
TOURISTS

**\$176M**  
GROSS VALUE

**\$40M**  
DAY TRIPS

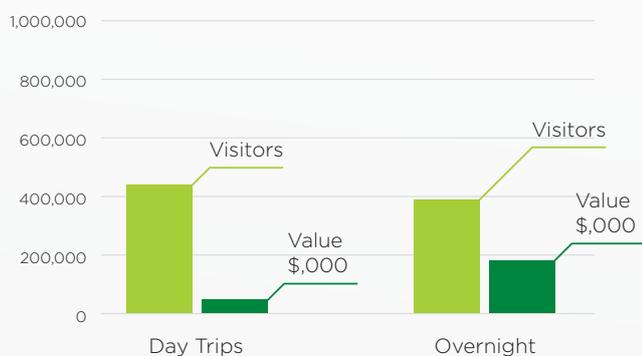
**\$136M**  
OVERNIGHT STAYS



**18%**  
INTERNATIONAL VISITORS

**\$8M**  
GENERATED

**FIGURE 2:**  
**Riverland**



The Riverland possesses a unique natural environment, which is rich in many things and takes in some of the most spectacular views of the Murray River and Lake Bonney. It has an exceptional mix of accommodation options, with everything from luxury stays on top of the Murray River cliffs, through to award-winning family holiday parks and houseboats.

The Riverland tourism economy is growing and open to innovation, with new and diverse experiences focussing on premium stays for people from across the world.

The Riverland's two priorities are to:

- increase visitation and length of stay from all visitors through better marketing of experiences and targeting key demographics; and
- identifying gaps in the market for potential new tourism opportunities and investment which will create economic growth.

A focus on all parts of the visitor mix are required, including attracting new events and creating unique visitor experiences.

**Opportunities for investment include:**

- ▶ Leveraging opportunities from the *Mighty Murray Way* touring route
- ▶ High-profile events, such as the *Riverland Wine and Food Festival*
- ▶ Upgrading existing accommodation and developing new experiential accommodation such as houseboats, caravan parks and luxury offerings
- ▶ Improving Murray River infrastructure
- ▶ Expansion of on-site 'glamping' experiences and boutique-style accommodation at Riverland wineries such as Banrock Station, Caudo Vineyard and Byrne Vineyard

## We are open for business

There are significant opportunities within the Murraylands and Riverland region. Our products and services are some of the best in the world, and there is no doubt there is substantial demand for them in expanding international markets.

We offer a supportive business environment, with advice and assistance on the development and investment processes, government grants and tax incentives, workforce planning and development and industry networks.

Our team works with investors to connect them with investment-ready businesses, to assess potential development locations and opportunities, and to coordinate government approvals.

**If you are considering importing product from our region or investing, contact us to maximise benefits to your business and to the region.**

## To find out more, contact us today!

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