



MEDIA RELEASE

SENATOR NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation
Minister Assisting on Tourism

JOHN RAU

Attorney General
Minister for Justice
Minister for Tourism



Government
of South Australia

BETTER MARKET INTELLIGENCE FOR SA TOURISM

The \$2.3 billion South Australian tourism industry now has access to the latest regional market intelligence with the release of the *Regional Tourism Profiles 2009/10* today.

The profiles have been developed as a tool for business in 81 regions throughout Australia to give local tourism businesses the information they need to drive investment and tourism development in their communities.

Minister Assisting on Tourism, Senator Nick Sherry, is encouraging tourism businesses and investors to use the profiles as the first stop for information when planning future investments and marketing initiatives.

“Local tourism businesses and investors now have region-specific information on growing tourism market segments and consumer insights into why people travel to South Australia,” Senator Sherry said.

“The Australian Government developed the profiles after the *National Long-Term Tourism Strategy* and *Jackson Report* identified the need for more accurate regional data to assist both government and the private sector with future planning.”

The profiles provide detailed tourism data on all 13 tourism regions in South Australia including the number of arrivals, tourism's contribution to local economies, consumer profiles and a breakdown of reasons for travel.

South Australian Minister for Tourism, Hon John Rau MP, said that information in the profiles would assist South Australian tourism businesses to get a better idea about where visitors are coming from and what they are doing when they visit.

“People who visit South Australia are important to our state economy - they spent \$4.5 billion in 2009/10, up from \$4.3 billion the previous year,” Mr Rau said

“They come for work, to attend world-class events like the recent Santos Tour Down Under, to study at our leading universities or to take a well-deserved holiday.

“South Australian business can use the data to better target their investments, spending money where they are more confident of getting the best return,” Minister Rau said.

The profiles incorporate data from Tourism Research Australia's National Visitor Survey and International Visitor Survey as well as data from the Australian Bureau of Statistics. The SA Regional Tourism Profiles 2009/10 can be downloaded at www.ret.gov.au/tra

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