



# FLINDERS RANGES & OUTBACK

Regional Profile December 2015  
South Australian Tourism Commission



- Currently the Flinders Ranges and Outback contributes \$304 million to the December 2015 South Australian expenditure of \$5.6 billion.
- The Flinders Ranges and Outback has achieved 67 per cent of their \$452 million 2020 target.

## Annual Visitor Summary December 2013 - December 2015

	Intrastate	Interstate	Total Domestic	International	Total visits
Visits	335,000	157,000	492,000	35,000	527,000
%	68%	32%	93%	7%	100%
Nights	1,434,000	726,000	2,160,000	227,000	2,388,000
%	66%	34%	90%	10%	100%
Average Length of Stay	4.3	4.6	4.4	6.5	4.5

DAY TRIPS	Average Annual Day Trips to the Flinders Ranges and Outback	536,000
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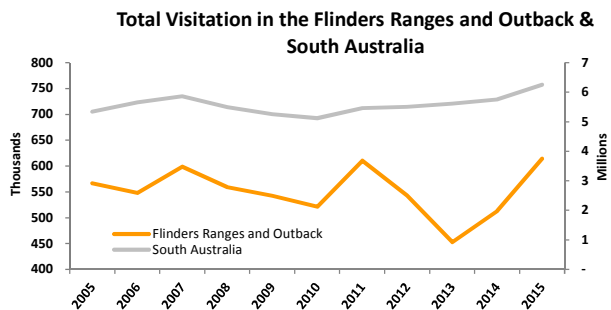
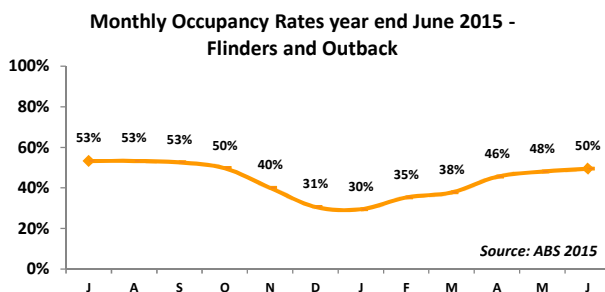
	Holiday	VFR	Business	Other	Total
Visits	216,000	92,000	160,000	63,000	527,000
%	41%	18%	30%	12%	100%
Nights	847,000	264,000	974,000	303,000	2,388,000
%	35%	11%	41%	13%	100%
Average Length of Stay	3.9	2.9	6.1	4.8	4.5

EXPENDITURE	Average Annual Expenditure	\$ 304,000,000
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- 93 per cent of visitors are Domestic Visitors and 7 per cent International Visitors.
- Domestically 68 per cent are from within the state compared to 32 per cent from Interstate.
- 59 per cent of visitors to the Flinders Ranges and Outback are Leisure visitors (Holiday + VFR).

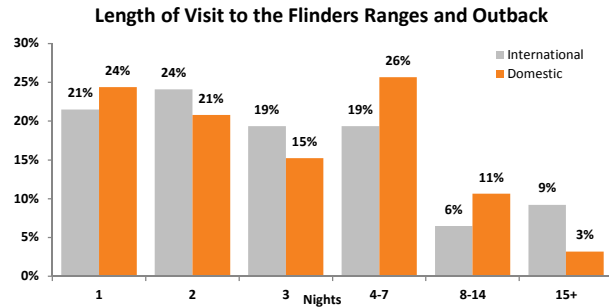
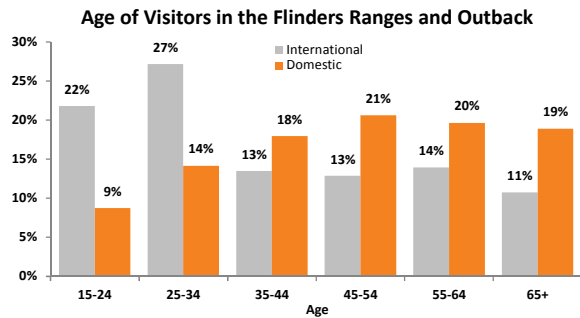
## Accommodation Supply

Hotels, Motels and Service Apartments with 15+ rooms			
Establishments	Rooms	Occupancy	Takings
33	1,291	44%	\$23,900,000



- Average occupancy for the year is 44 per cent over 33 establishment and 1,291 rooms.
- The peak months are July through to September with occupancy at 53 per cent for each of these months.
- Low point of the year comes in January with dropping to 30 per cent.

## Visitor Profile



- International Visitors peak in the 25-34 age group at 27 per cent.
- Domestically the Flinders Ranges and Outback Peaks in the 45-54 age group.
- Age of Domestic Visitors is similar for each age group over 45 varying between 19 and 21 per cent.
- 45 per cent of International Visitors prefer to stay 1 or 2 nights in the Flinders Ranges and Outback.
- 26 per cent of Domestic Visitors prefer to stay 4 - 7 nights.

### Domestic Visitor Profile

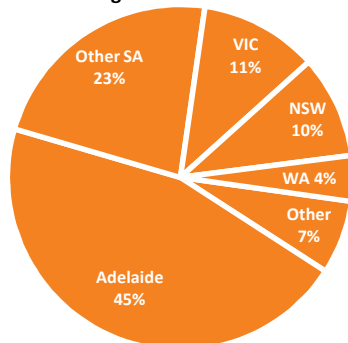
Purpose	Holiday	VFR	Other	Total
Visits	187,000	91,000	217,000	492,000
%	38%	18%	44%	100%
Nights	747,000	245,000	1,169,000	2,160,000
%	35%	11%	54%	100%
ALOS	4.0	2.7	5.4	4.4

### International Visitor Profile

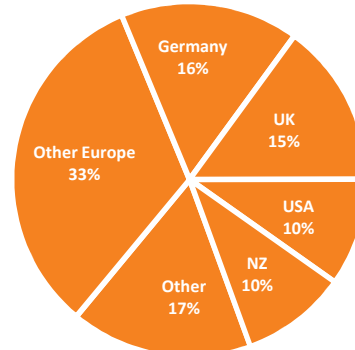
Purpose	Holiday	VFR	Other	Total
Visits	29,000	1,000	5,000	35,000
%	83%	3%	14%	100%
Nights	100,000	19,000	108,000	227,000
%	44%	8%	48%	100%
ALOS	3.4	19.0	21.6	6.5

## Visitor Origin

**Origin of Domestic Overnight Visitors to the Flinders Ranges and Outback**



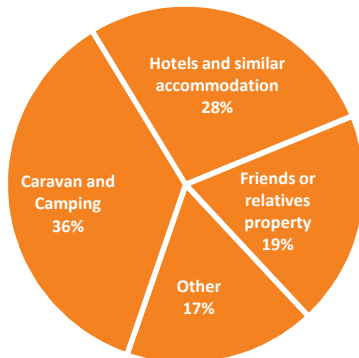
**Origin of International Visitors to the Flinders Ranges and Outback**



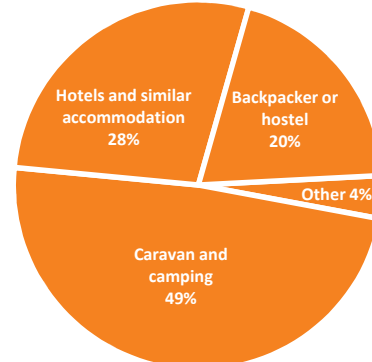
- Victoria, at 11 per cent and New South Wales at 10 per cent are the Flinders Ranges and Outback's biggest Interstate markets.
- Regional South Australia contributes 23 per cent of visitors to the Flinders Ranges and Outback and Adelaide visitors contribute 45 per cent.
- Internationally, Europeans contribute 64 per cent of the visits to the Flinders Ranges and Outback, with the United Kingdom contributing 15 per cent and Germany 16 per cent.

## Visitor Use of Accommodation

**Accommodation in the Flinders Ranges and Outback for Domestic Visitor nights**



**Accommodation in the Flinders Ranges and Outback for International Visitor nights**



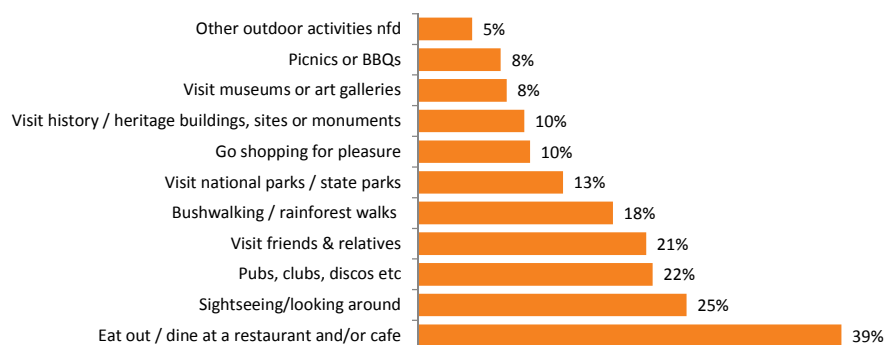
- 47 per cent of Domestic Visitor nights in the Flinders Ranges and Outback are spent either with Friends or Relatives or in Hotels and similar accommodation.
- Domestically Caravan and camping is also popular with 36 per cent of visitors preferring this accommodation.
- 49 per cent of International Visitors to the Flinders Ranges and Outback prefer Caravan and camping accommodation.
- 28 per cent of International Visitors stay in Hotels and similar accommodation.
- 20 per cent of International Visitors to the Flinders Ranges and Outback are Backpackers.

Flinders Ranges and Outback Tourism Listings December 2015			
Attraction	103	Hire	2
Destination Information	3	Information Services	14
Event	12	Tour	30
Food and Drink	20	Transport	0
General Services	1		
<b>Total Accommodation Listings</b>			<b>135</b>
B&Bs	8	C'van parks/camp grnds	36
Backpackers/hostels	3	Hotels, motels, resorts	34
Cottages	31	Self cont properties	23

*Note: some listings have multiple categories of accommodation  
Source: Australian Tourism Data Warehouse*

## Visitor Activities

**Domestic Visitor Activities in the Flinders Ranges and Outback**



- The most popular activity when coming to the Flinders Ranges and Outback is to Eat out or Dine at a restaurant and or cafe.
- Other popular activities include Bushwalking, visiting the National Parks and Sightseeing.

## Regional Tourism Account Information

In 2013-14, the tourism industry contributed an estimated \$281 million to the Flinders Ranges and Outback regional economy (6.0% of gross regional product) and directly employed approximately 1,400 people (5.2% of regional employment).

### In 2013-14, the tourism activity in Flinders Ranges and Outback generated:

\$203 million and \$331 million in direct and indirect tourism output, and \$535 million in total tourism output;  
\$114 million and \$136 million in direct and indirect tourism GVA, and \$250 million in total tourism GVA;  
\$123 million and \$158 million in direct and indirect tourism GRP and \$281 million in total tourism GRP; and

1,400 jobs for people employed directly by the tourism industry, 1,300 indirect jobs and a total employment impact of 2,700 people.

## Regional Insights

### *Attractive natural setting, intensity of appeal lacking*

#### *Interstate*

- The natural landscape is the obvious draw card.
- Activities not necessarily considered unique and not enough for the kids to do.
- Perceived to be better offerings elsewhere which results in an average appeal level.

#### *Intrastate*

- Activities appeal more to the Intrastate market, particularly those previously unknown.
- Bush dining is a unique concept and appeals to some.
- However, still some question the uniqueness of the activities.

#### *Internationally*

- Enjoying the views and sunset ranks number one.
- A cruise from Port Augusta to see dolphins leads in appeal for Singapore.
- Visiting Coober Pedy appeals most to Indonesia, NZ and Germany while India more attracted to the 4WD tour.
- Flying over Wilpena has low appeal across the board.

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Prepared by the South Australian Tourism Commission, December 2015.

#### Sources

Unless otherwise stated, all data in this report is from the International Visitor and National Visitor Surveys (IVS and NVS) conducted by Tourism Research Australia. These sources are based on sample surveys and as with all sample surveys, are subject to sampling errors. Caution is required in interpreting some estimates, in particular, regional estimates can be affected by small sample sizes and can be subject to a high level of sampling error. Regional data should accordingly be used with a high level of caution and treated as being for indicative purposes only. Data refers to visitors 15 years and over. Unless otherwise stated, all data refers to the Annual Average results for the 3 years from December 2013 to December 2015.

#### Notes and Abbreviations

Totals may not add to 100% due to rounding  
VFR: Visiting Friends and Relatives  
ABS: Survey of Tourism Accommodation, hotels, motels, guest houses and serviced apartments with 15 or more rooms.  
Cat. No. 8635455001

np: not published due to small sample size  
ALOS: Average Length of Stay

