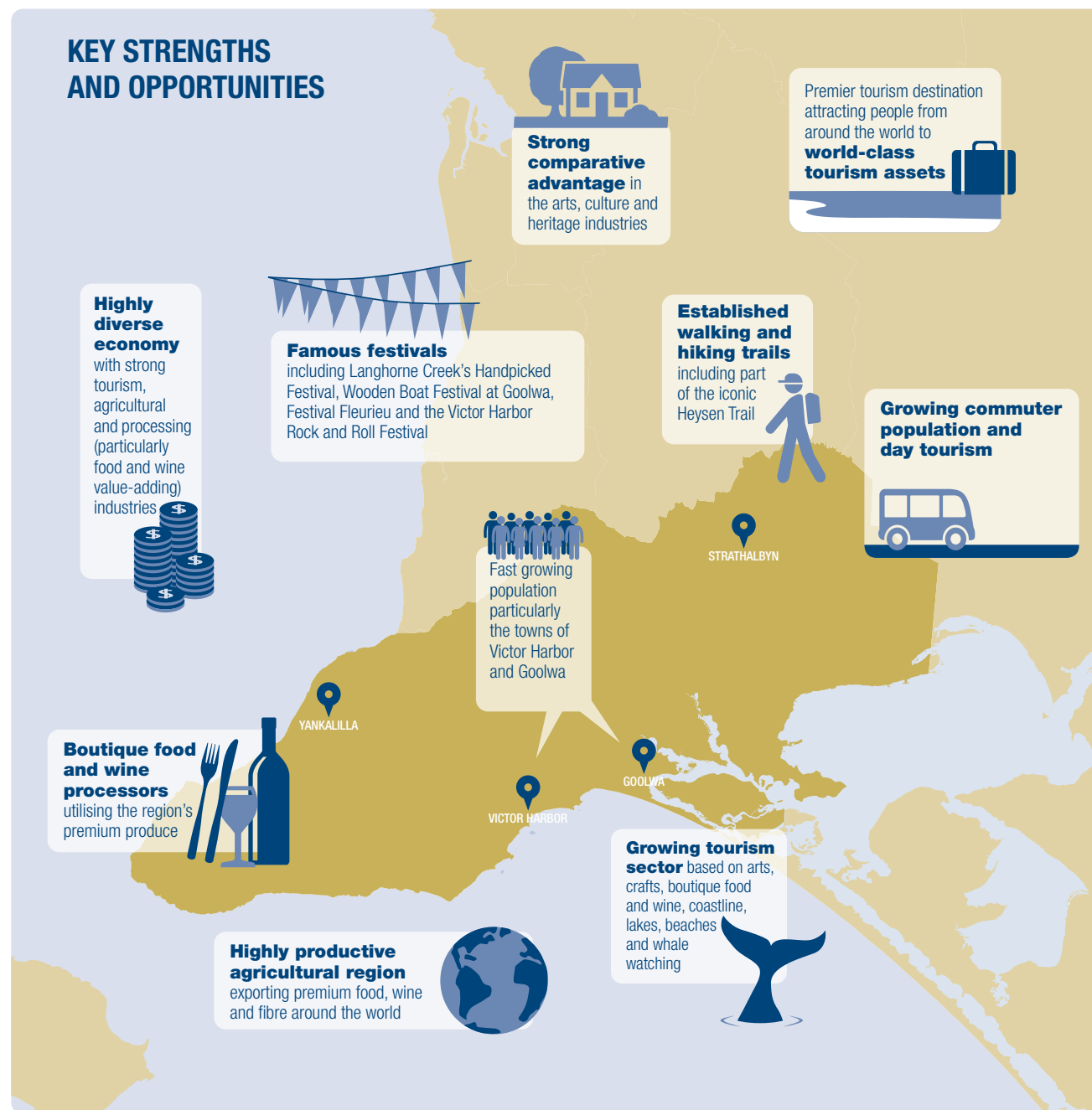
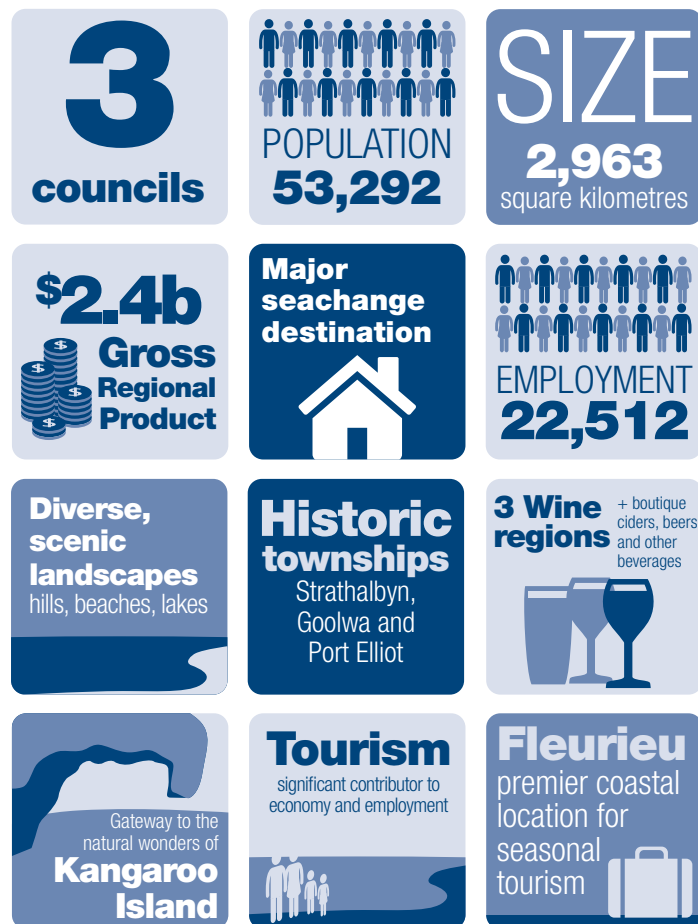


Fleurieu Peninsula



Adelaide Hills,

KEY STRENGTHS AND OPPORTUNITIES

Premier tourism destination


councils


POPULATION
137,488

SIZE
8,752
square kilometres


EMPLOYMENT
42,590

\$5.54b

**Gross
Regional
Product**

25.6%
of SA's **dairy
cattle**


PRODUCTION OF UP TO
64% of SA's **apples**
92% of SA's **cherries**

**Burgeoning
horticulture
industry**


**Historic
townships**
Hahndorf,
Strathalbyn, Goolwa
and Port Elliot

**Diverse,
scenic
landscapes**
hills, beaches, lakes

**Mount
Barker**
key service and
commercial centre

Tourism
significant contributor to
economy and employment



Natural wonders of
**Kangaroo
Island**

**Adelaide
Hills**
premium
food and
wine destination


Fleurieu
premier coastal
location for
seasonal
tourism


**5 Wine
regions** + boutique
ciders, beers
and other
beverages




Famous festivals

including Langhorne
Creek's Handpicked Festival,
Wooden Boat Festival at
Goolwa, Kangaroo Island's
FEASTival, Festival Fleurieu
and the Victor Harbor Rock
and Roll Festival



Agriculture is the largest single
employer on Kangaroo Island. The
sector generates in excess of a quarter
of the Island's total economic output



KINGSCOTE

**Iconic Kangaroo
Island** continues to
attract tourists to SA


**Boutique food
and wine
processors**
utilising the region's
premium produce


Major **seachange and
treechange** destination


Growing commuter population and day tourism

between Adelaide
and Adelaide Hills



Fast-growing
population
particularly
the towns of
Mount Barker,
Victor Harbor
and Goolwa

MT BARKER

STRATHALBYN

KANKALILLA

VICTOR HARBOR

GOOLWA

Established walking and hiking trails

including part
of the iconic
Heysen Trail



**Growing tourism
sector** based on arts,
crafts, boutique food
and wine, coastline,
lakes, beaches
and whale
watching


**Highly productive
agricultural region**
exporting premium food, wine
and fibre around the world
