

A scenic landscape of rolling hills and fields under a clear sky. In the foreground, there's a dark, grassy field with a fence line. A large, dark tree stands prominently in the middle ground. The background shows rolling hills and a line of trees. The overall tone is warm and golden.

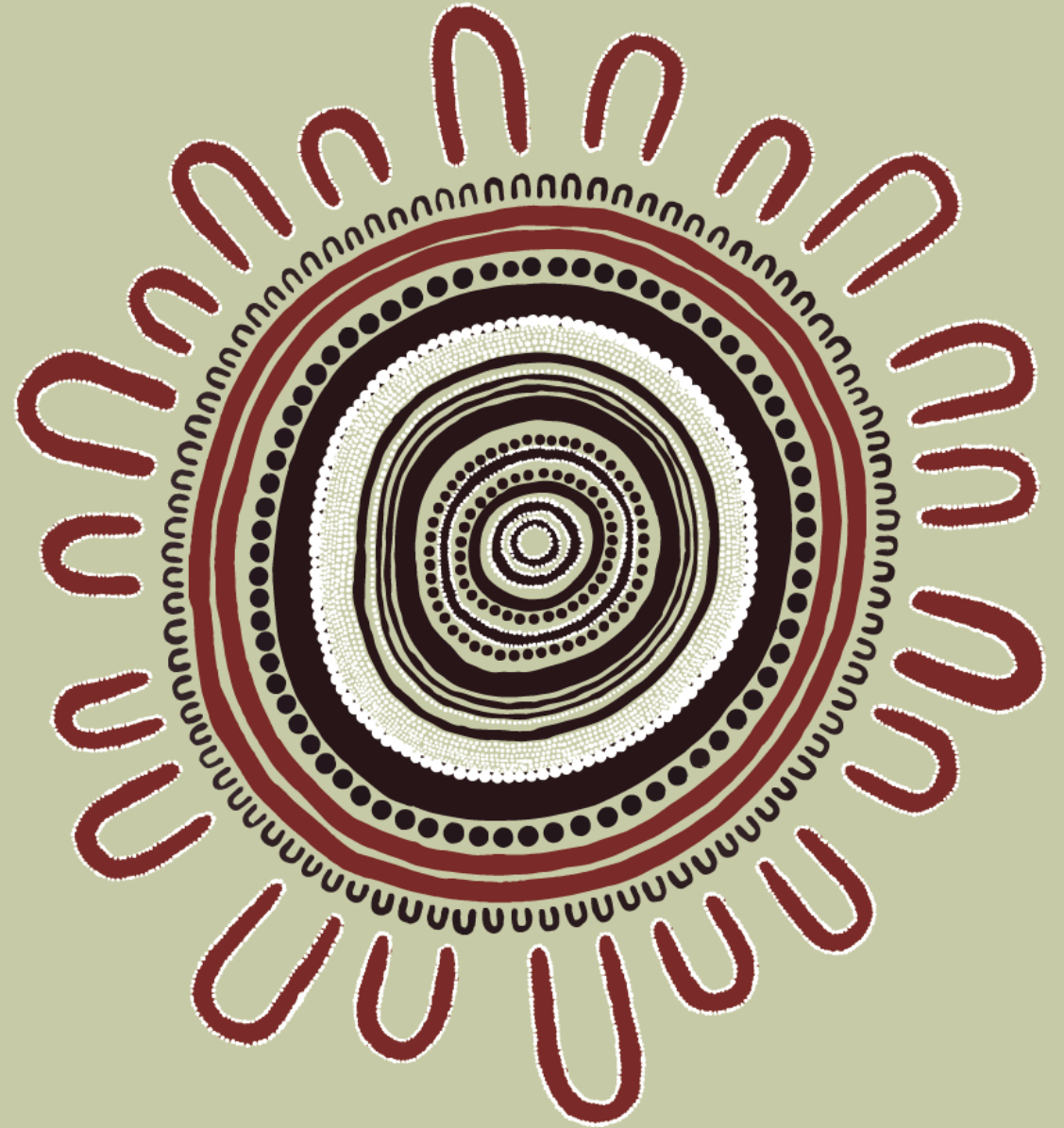
Primary Industries and Regions Forum

27 May 2026

Emma Terry
CEO, South Australian Tourism Commission

Acknowledgement of Country

The South Australian Tourism Commission acknowledges and respects Aboriginal people as the state's first people and nations, and recognises Aboriginal people as traditional owners of the land and occupants of South Australian land and waters.



Tourism is a significant contributor to our regions

It connects place – product – people – prosperity

- \$11.0 billion visitor expenditure (year ending Dec 2025)
- 71,500 jobs supported across SA
- \$4.4 billion contribution to Gross State Product
- 37 cents of every tourism dollar is spent in the region

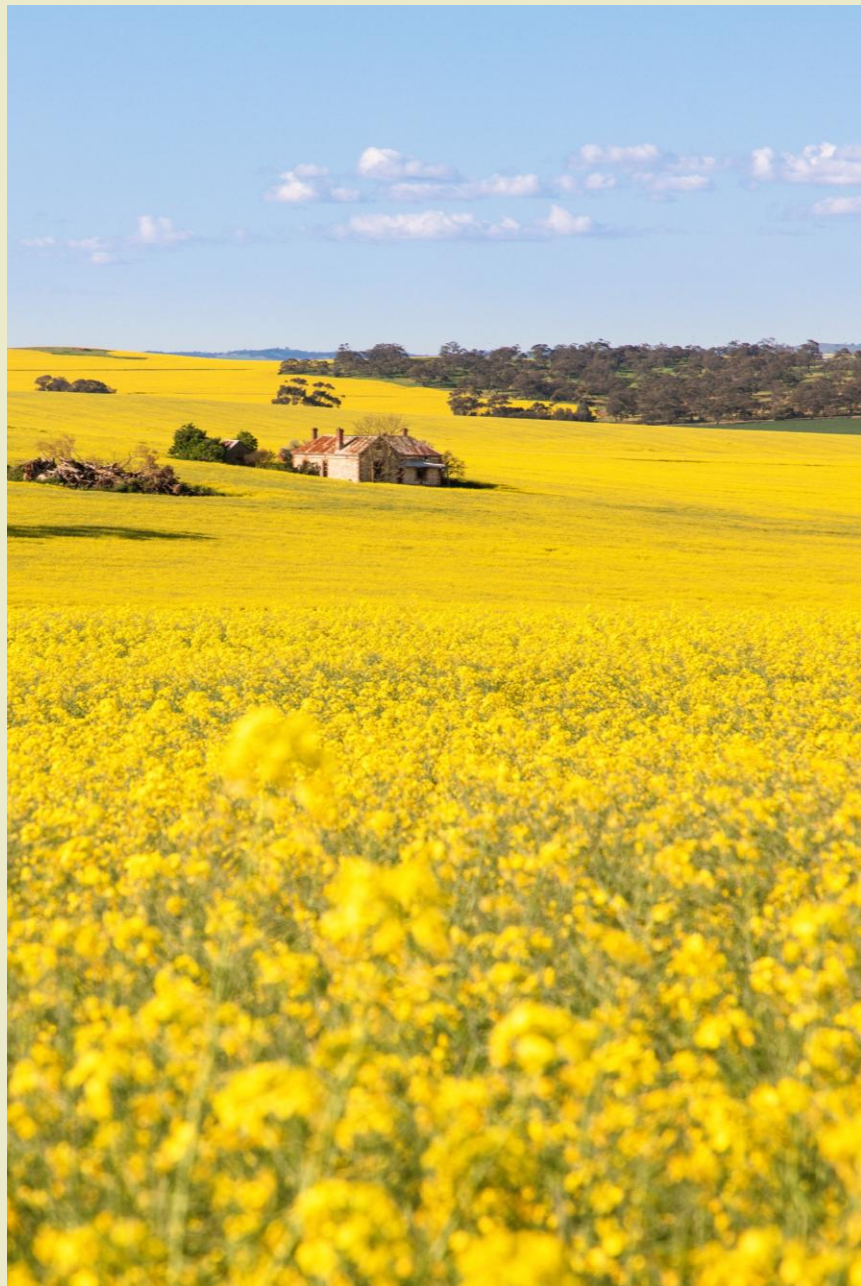


Regional Tourism

Tourism supports 6.7% of regional jobs
vs 2.9% in cities

Growth seen in Regional Australia
generates \$74.6 billion in visitor spend
annually





Agri-production and Tourism

Agriculture underpins regional identity and export strength

Tourism brings people, adds to margins and storytelling

Together: higher value

The rise of Agritourism – from production to experience

Visitors engaging in agritourism spend more per trip and per night

84% of global travellers are interested in agritourism experiences

Sector projected to reach \$18.6 billion by 2030 in Australia



Benefits for producers

For farm businesses:

- Additional revenue streams
- Smoother income across seasons
- Direct-to-consumer margins
- Brand building and loyalty

Tourism spend flows into:

- Farm gates
- Accommodation
- Hospitality
- Retail
- Transport
- Local services



Riverland case study

- \$303 million in visitor expenditure (YE Dec 2025)
- Strong agricultural base (citrus, wine, irrigation)
- Historically production-led, not tourism-led
- Tourism potential recognised, but not yet fully realised

Structural realities:

Exposure to climate variability and water policy

Commodity price volatility

Margin pressure in traditional production systems

Emerging response:

Exploring tourism as a complementary income stream

Using existing assets: land, produce, river, lifestyle



Riverland

The Riverland's foundations:

Premium produce and wine

Australia's greatest river system

Space, nature and tranquillity

The opportunity:

Convert working assets into visitor experiences

Grow visitation, yield and length of stay

Attract higher-value visitors seeking authenticity





*River Murray –
from working river to national tourism icon*

Aspiration:

Position the River Murray as an international tourism icon

Why it matters:

Cross-regional economic impact

Year-round visitation potential

Strengthens climate resilience

What this unlocks:

A unifying proposition across regions

Increased visitation and length of stay

A platform for agritourism experiences

Key take-outs

Tourism contributes economic infrastructure for regions

It brings new money into communities—supporting jobs, businesses and local services.

Agriculture and tourism can be complementary

Tourism adds to margins, storytelling and direct connection to customers.

Tourism enables diversification

Tourism offers a practical pathway to build resilience alongside traditional production.

The opportunity is to grow value, not volume

Higher-yield experiences deliver stronger economic outcomes for regions and producers.

The Riverland shows the moment we are in

A strong agricultural base, now exploring tourism as the next phase of growth.



Thank you.

SOUTH AUSTRALIA 