

Member Panel report, September 2020: **tourism infrastructure**



In September 2020, we asked our members what needs to be done to improve their experience when travelling within SA and to attract more visitors to SA. Over 500 members responded: here's a summary of the findings.

Members identify public transport services and roads as the top tourism infrastructure improvements to make their region a more attractive tourist destination

- Adelaide residents also identify the opportunity to build a theme or water park
- Non-Adelaide residents identify the need for more overtaking lanes.

In the next 12 months, the typical member intends to visit 4 other SA tourism regions

- Adelaide residents are most likely to visit Adelaide Hills, non-Adelaide residents are most likely to visit Adelaide, and both are least likely to visit Kangaroo Island and Limestone Coast.
- Anticipated length of stay varies from a day trip to the Adelaide Hills to a 4-7 night stay in KI, Flinders Ranges and Outback, and the Eyre Peninsula.
- Most members are likely to stop at a visitor centre or big icon when visiting other tourism regions.

The most important factor when choosing where to go on holiday in SA is scenery and wildlife, followed by accommodation options and value for money.

- Half of members are more interested than a year ago in an SA self-drive holiday, with 5 nights the ideal trip length.
- The three things most likely to make members travel more within SA are lower accommodation costs, safer roads and lower transport costs.

There are a few actions the government could take to make members feel more confident to book travel within SA while the COVID-19 pandemic continues

- Reassurance on travel cancellations
- Reassurance on travel sector hygiene standards
- Information about the relative safety of travelling to specific regions within SA.

There are high levels of member support for many potential or current SA tourism initiatives

- Support is particularly high for investment in information signage, mobile phone coverage, regional town centres, visitor information centres, cycling and walking trails, new national park experiences and marketing activity.
- A minority of members have concerns in relation to: sealing outback roads (believing this could diminish the travelling experience); investing in big icons (viewing these as outdated); installing electric vehicle charging points (given low vehicle ownership), opening up reservoirs (due to perceived risks of pollution and sabotage); building a new concert hall and Aboriginal Cultural Centre (given other existing venues); bringing a Formula E event to Adelaide (preferring Tailem Bend as a venue); and an SA travel voucher scheme (given travel demand to regional SA is already so high). However, support for each of these initiatives is greater than opposition.

We'd like to know your thoughts on key issues regarding motoring, road safety, travel and tourism. If you haven't already signed up for RAA's Member Panel, you can do so [here](#).