

**PRIORITY 2**

**Regional Approach  
to the Visitor and  
Lifestyle Economy**



Develop key infrastructure projects which maximise the visitor and lifestyle economy in the Southern Adelaide Region

South Australia's tourism industry is experiencing significant growth and is a key economic driver for Southern Adelaide.

The region's visitor and lifestyle appeal is strongly influenced by:

- Premium wine and food - led by the international renowned McLaren Vale Wine Region and supported by outstanding local produce
- Coastal and nature - with over 38kms of pristine beaches, reefs and coastline supported by stunning national parks and open spaces
- Arts and culture – Adelaide's South has one of the highest artist concentrations per capita in South Australia

To accelerate the South's tourism growth opportunities and deliver against the 2020 South Australian tourism target potential of \$8 bn visitor expenditure and 10 000 additional jobs, this plan positions Southern Adelaide as a 'destination of choice' and will drive increased visitation and sustainable job growth through a number of strategic projects.

An integrated Southern Adelaide Visitor Economy Plan will deliver:

1. A hotel in the inner south servicing visitors for business, education, health, sporting and retail reasons
2. A national park and recreation precinct at O'Halloran Hill
3. Regional open space and recreational facilities at Morphett Vale
4. Completion of a walking trail along the coast
5. A large scale luxury tourism accommodation development in McLaren Vale delivering high end accommodation, conference and meeting facilities, day spa, wine appreciation and culinary experiences



**Strategic Alignment**

- Link with SA Plan: Destination of Choice and Vibrant City
- City of Marion Community Vision: Prosperous and Valuing Nature
- Onkaparinga Community Plan 2035 – The South as a Destination, A Liveable and Connected City
- Onkaparinga Tourism Plan 2013-2018
- State Government – Foreshore Access Program

Supporting  
93 628 jobs



Worth \$1 bn



Strong Growth



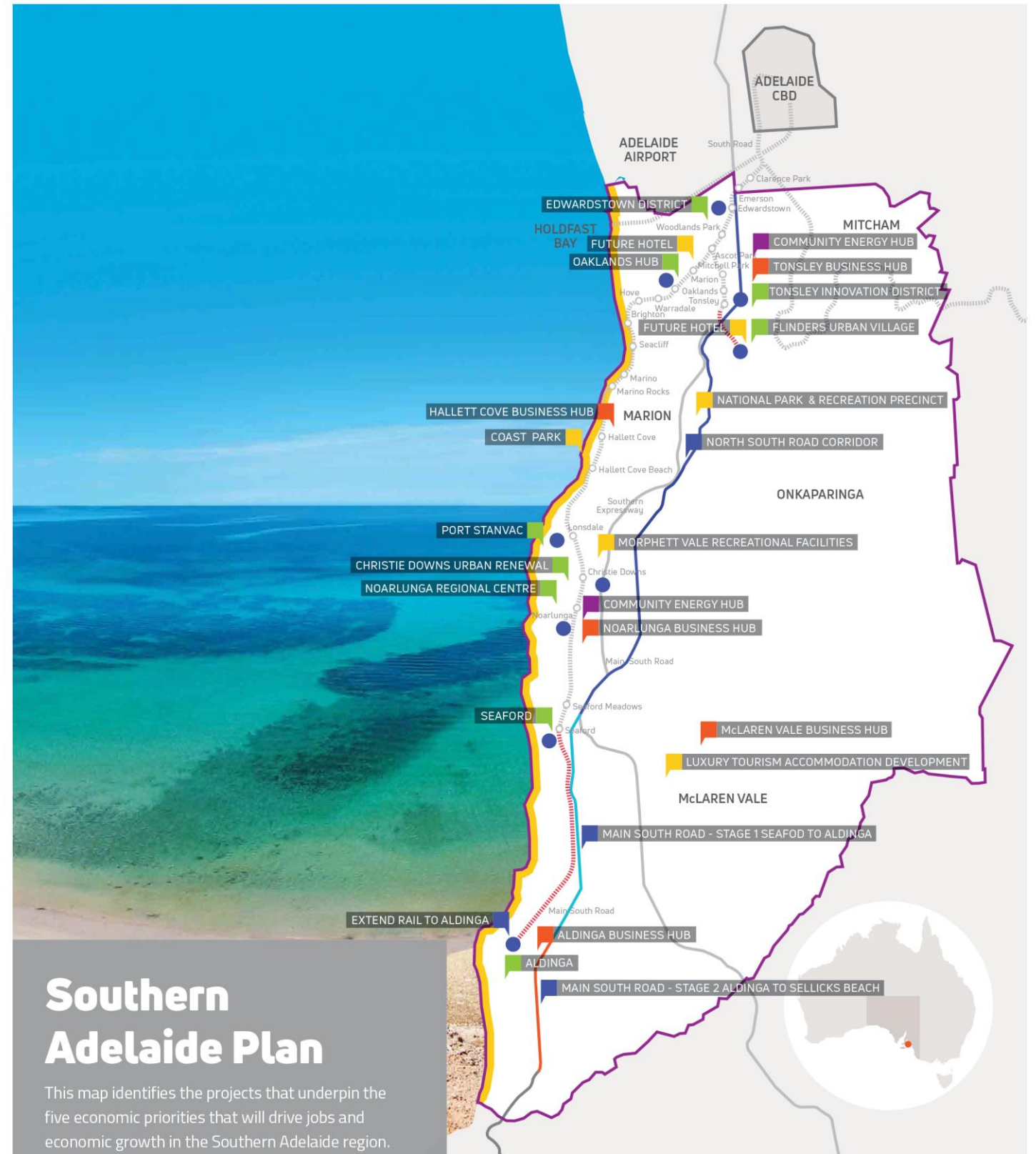
For more information go to [southernadelaide.com.au](http://southernadelaide.com.au)

PROUDLY SUPPORTED BY

City of Marion [marion.sa.gov.au](http://marion.sa.gov.au)

City of Onkaparinga [onkaparingacity.com](http://onkaparingacity.com)





# Southern Adelaide Plan

This map identifies the projects that underpin the five economic priorities that will drive jobs and economic growth in the Southern Adelaide region.

- GROWTH PRECINCTS
- VISITOR AND LIFESTYLE ECONOMY
- INTEGRATED TRANSPORT AND INFRASTRUCTURE
- BUSINESS COMMUNITY
- SMART REGION
- INTEGRATED TRANSPORT SERVICES

## Be part of the future

The vision for Southern Adelaide will be achieved by working in collaboration with all stakeholders, including the State and Federal Governments, local businesses and residents. The Board welcomes you to join us to grow our region and enjoy the benefits of a more prosperous economy.