

PRIORITY 2

2.5

Large Scale Tourism Accommodation with Conference Facilities Development

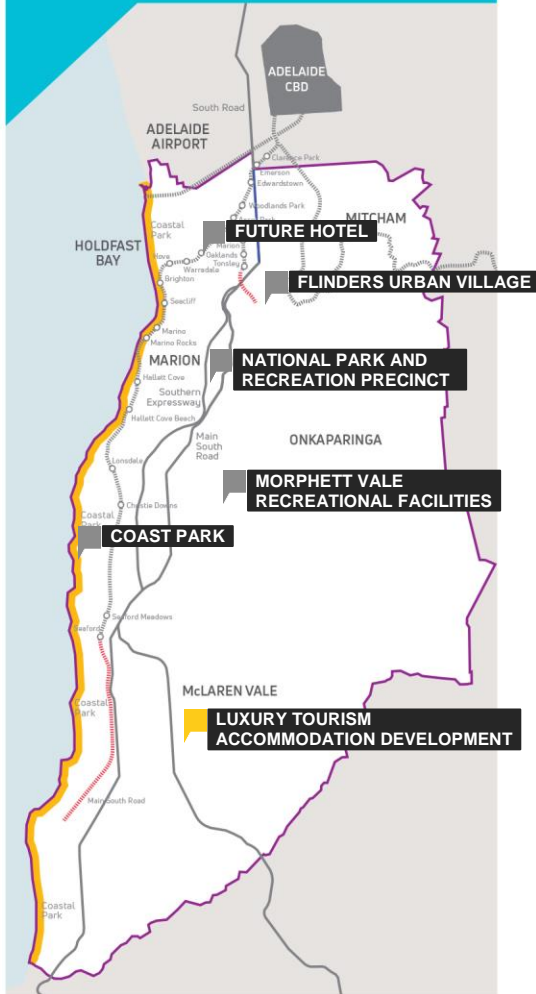


An opportunity exists within the internationally-renowned McLaren Vale wine region to fill an identified accommodation and conference market gap.

The development will take the leading position as the major provider of accommodation and host conferences, events, wine and culinary experiences, offering quality to luxury facilities, attracting high-yielding international and interstate visitors.

McLaren Vale, in the heart of the City of Onkaparinga, is the gateway to the Fleurieu Peninsula, South Australia's most visited region outside of Adelaide. It is a key destination en route to Kangaroo Island. The city attracts more than a million leisure visitors annually, contributing over \$210 m to the local economy.

The large-scale accommodation development will build upon the region's premium food and wine brand and enhance the visitor experience. The development presents a significant opportunity for a major hotel operator to command the conference and meeting market within the wine region; this is a sector that attracts three times the visitor expenditure than leisure visitors. It will also convert a portion of the 952,000 annual day visitors to the city to overnight stays. The tourism accommodation with conference facilities development concept could also include wine and culinary education partnerships as part of its food and wine offering.



Call to Action

To advocate for and support tourism development opportunities which respond to an identified need/gap growing the regions visitation, visitor spend and local employment.

Increase Visitor Spend



Increase Visitation



Enhance skills
Increase employment

For more information go to southernadelaide.com.au

PROUDLY SUPPORTED BY

City of Marion marion.sa.gov.au

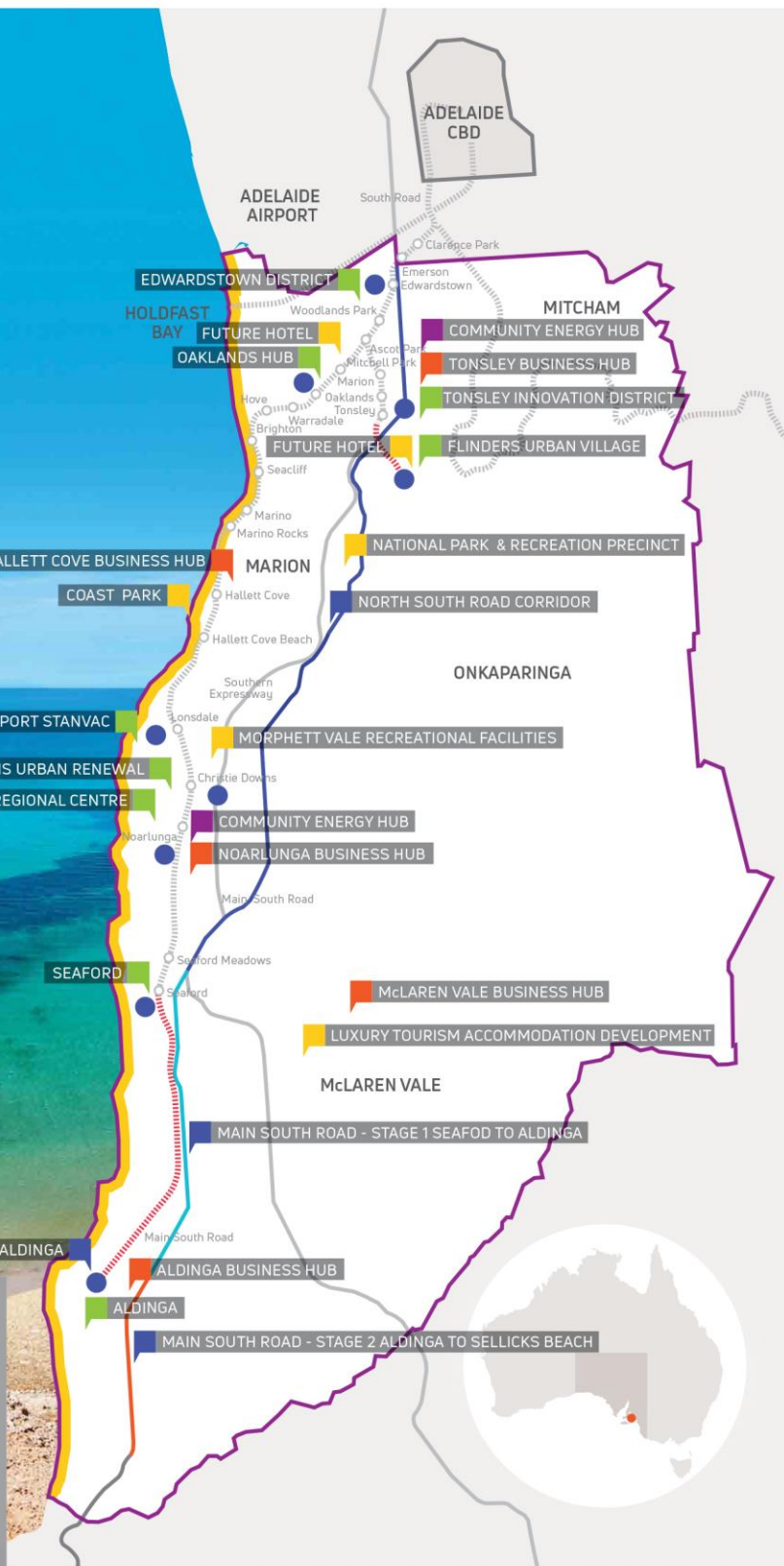
City of Onkaparinga onkaparingacity.com



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.