

# Barossa and Clare Valley

## National parks visitation snapshot

### The regions

The Barossa and Clare Valley regions lie within South Australia’s Mid North and Yorke agricultural district.

Both are characterised for their unique mix of gourmet food, boutique wine experiences, breathtaking scenery and rich heritage.

### Tourism

In 2018, the Barossa region contributed \$213 million to SA’s \$6.8 billion tourism expenditure.

It attracts approximately 225,000 overnight visitors per year (data from 2016-18). Most are intrastate visitors – 41 per cent of all visitors are from Adelaide alone – and 22 per cent come from Victoria and New South Wales combined.

The Barossa region has nine visitor accommodation options\*, totalling 365 available rooms. Over the course of a year, occupancy rates average at 59 per cent. The peak month is October with 71 per cent occupancy, followed by March and April at 67 per cent each. The low point of the year is during the winter months with occupancy dropping on average to 53 per cent.

In 2018, the Clare Valley region contributed \$89 million to SA’s \$6.8 billion tourism expenditure.

It attracts approximately 182,000 overnight visitors per year (data from 2016-18). Most are intrastate visitors – 46 per cent from Adelaide and 18 per cent from regional parts of the state. Of the remainder, 12 per cent come from Victoria and 10 per cent from New South Wales.

The Clare Valley region has four visitor accommodation options\*, totalling 147 available rooms. Over the course of a year, occupancy rates average at 65 per cent. The peak months are September and April, with 76 per cent and 77 per cent occupancy, respectively. The low point is during January, with occupancy dropping to 53 per cent.

For more in-depth analysis, view the [SA Tourism Commission regional profiles](#).

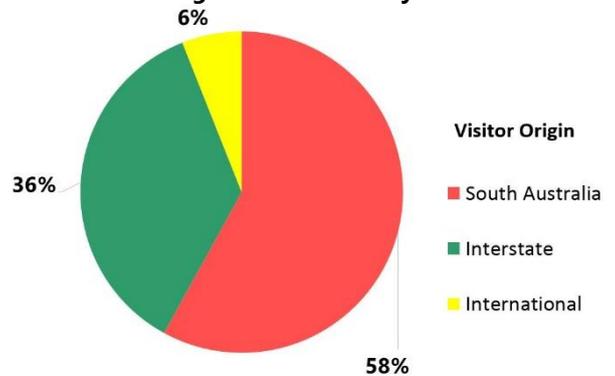
\* Hotels, motels and serviced apartments with 15+ rooms.

### The opportunity

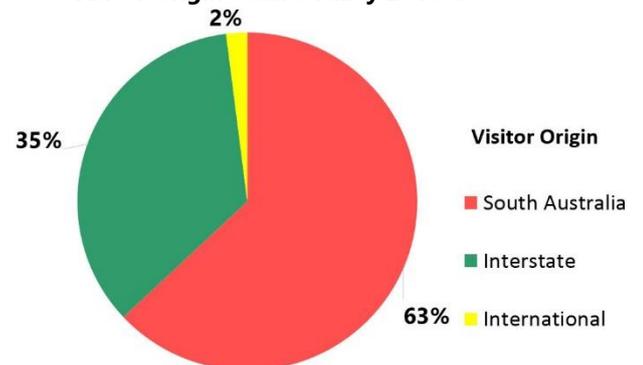
The Barossa region’s strategy is to increase overnight visitation from interstate and overseas markets. While the region receives four day-trip visitors for every overnight visitor, overnight visitors deliver more than two-thirds of total spend. Accommodation improvements and developments will be crucial to the region.

The Clare Valley region’s strategy is to encourage high-spending international and interstate visitors to stay overnight in the region.

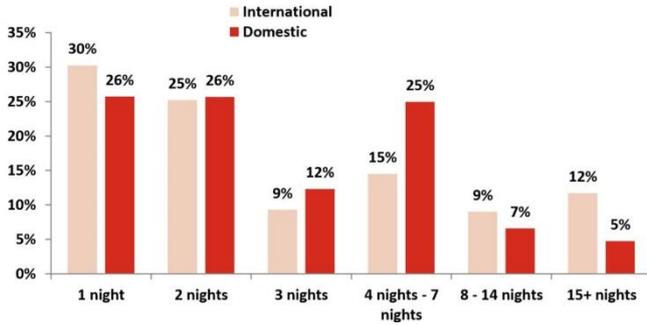
Visitor Origin - Barossa Valley 2015-16



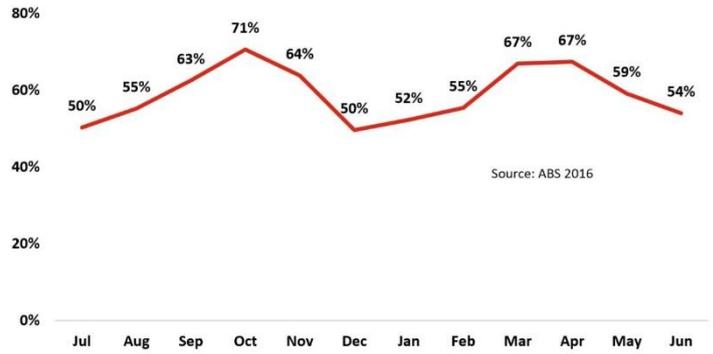
Visitor Origin - Clare Valley 2016-18



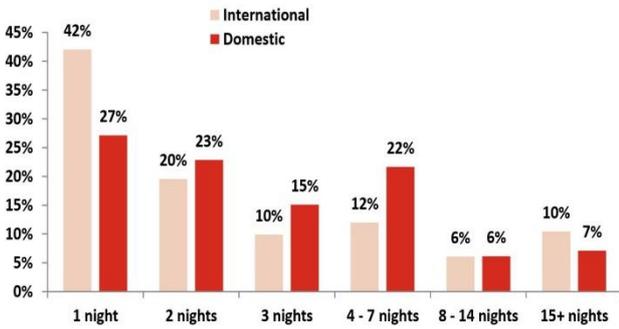
### Length of visit – Barossa Valley



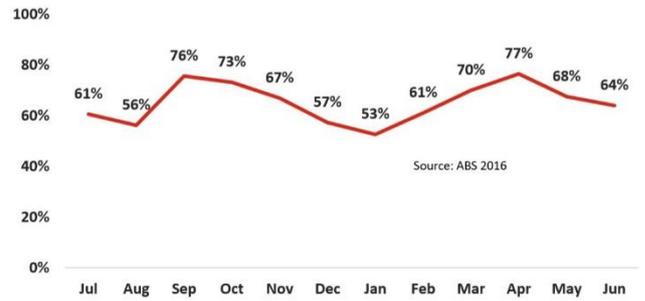
### Monthly occupancy rates – Barossa Valley 2015-



### Length of visit – Clare Valley



### Monthly occupancy rates – Clare Valley 2015-16



## National parks

National parks in each of SA's regions have their own charm, and the parks of the Barossa and Clare Valley regions are no exception.

They conserve an array of remnant natural and human influenced environments, including tall woodlands with grassy understorey, open grasslands, mallee habitats, transition zones between ridges and plains, and associated creek systems and heritage buildings.

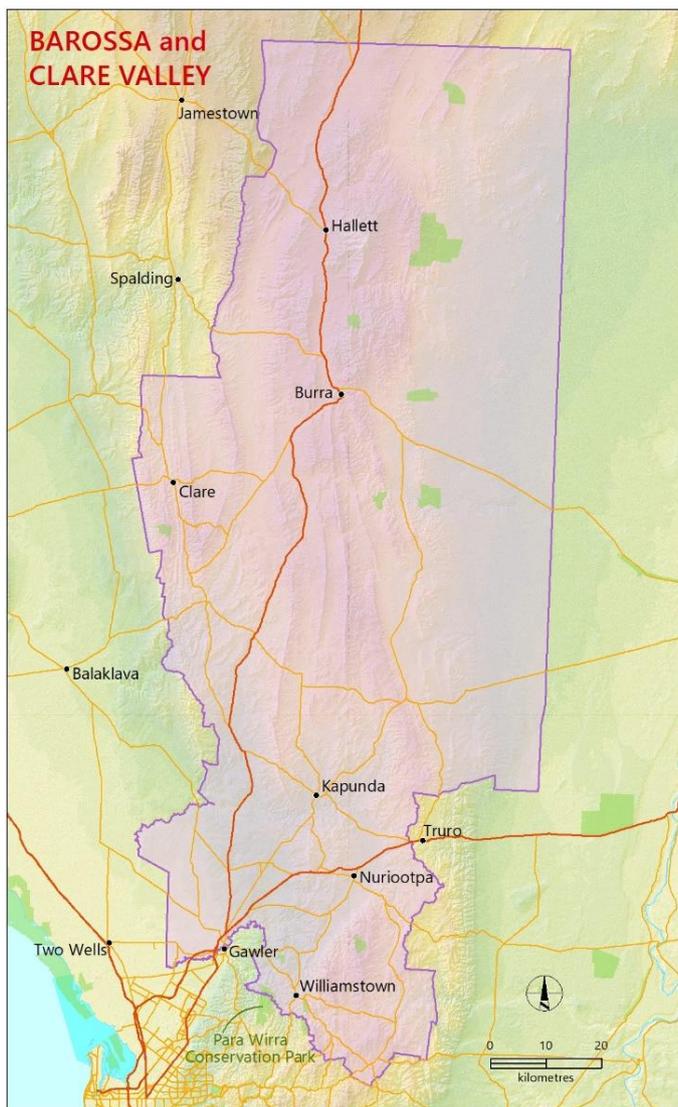
In the Barossa and Clare Valley regions, parks are all about bushwalking, birdwatching, bush camping, and learning about SA's agricultural past.

While [Para Wirra Conservation Park](#) at the southern end of the area is most popular, hidden gems like [Kaiserstul Conservation Park](#) near Tanunda and [Spring Gully Conservation Park](#) west of Sevenhill are also worth a visit.

And then there's the famed Heysen Trail that winds through the region connecting private land and several of the area's conservation parks.

Locals are truly proud of their parks – of those living within the area, 63 per cent of those surveyed had visited at least one park in the 2018-19 financial year.

Read on to learn more about Para Wirra Conservation Park, which has nature-based tourism interest and potential, or visit the [National Parks and Wildlife Service South Australia website](#) to learn more about other Barossa and Clare Valley parks of tourism interest.



# Para Wirra Conservation Park

## About the park

[Para Wirra Conservation Park](#) is 40km north of Adelaide and a perfect park for immersing yourself in nature – for walking, picnicking, mountain biking, horse riding, observing wildlife and experiencing the nature-play forest at the Gawler View Picnic Area.

The park is also home to the Barossa Goldfields, where you can discover the ruins and the history of a once-thriving mining operation.

## Visitation data

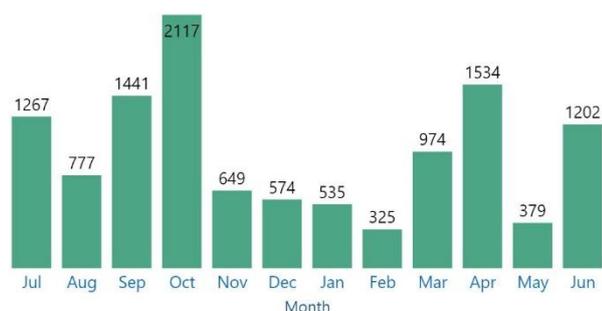
Online booking information shows approximately 12,000 people visited the park in the 2018-19 financial year, with 93 per cent of those who visited being from SA, 2 per cent from Victoria and 2 per cent from New South Wales.

Of those who visited the park, 20 per cent booked to stay overnight. The average length of stay per booking was 1.5 nights and the average number of people per booking was 3.4.

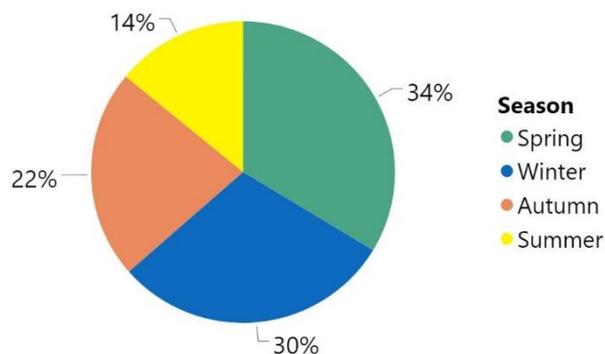
## Peak and off-peak season

Peak visitation is from April to October, with the highest occupancy at the park's campground in autumn and during the school holiday periods.

Visitors per month



Bookings by season



## Accommodation usage

The park's campgrounds are:

- Wirra Campground: 2173 people per year (66 per cent of visitors are from SA).
- Helipad Large Group Campground: 708.

## Assets and services report

Co-management	—
Management plan	✓
'Friends of Parks' volunteer group	✓
Recent infrastructure investment	✓
Built accommodation	—
Access roads – bitumen	★★★ Good
Internet connectivity	★☆☆ Basic
Camping opportunities	★★☆ Limited
Camping facilities (toilets, showers)	★★☆ Limited
Power and water	★☆☆ Basic

Assets of interest and facilities:

The park is situated within the recently declared Kaurna Native Title lands. Bushwalking trails, nature-play forest, mountain bike trails, horse riding. Good facilities including BBQ and picnic spots.

### Disclaimer

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