

Langhorne Creek's Frank Potts Reserve

A practical example of RV friendly infrastructure supporting the regional visitor economy



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EXECUTIVE SUMMARY

Modest investment. Measurable regional return.

Langhorne Creek in South Australia demonstrates how relatively modest investment in well planned visitor infrastructure can encourage RV travellers to stay overnight, spend locally and explore a regional destination. Frank Potts Reserve provides a welcoming, organised and convenient overnight stop within easy walking distance of the township and its cellar doors.

72hr

Maximum stay window that keeps sites turning over while allowing meaningful local spend.

\$5

Nightly self registration fee, priced to attract rather than deter overnight visitors.

22

Marked and numbered sites, easy for caravans and motorhomes to access.

500m

Walking distance to the town centre, cafés and cellar doors.

01 · DESTINATION OVERVIEW

Langhorne Creek at a glance

Frank Potts Reserve sits on the edge of the Langhorne Creek township, framed by vineyards and river gums. It has been shaped as a short stay reserve with clear rules, obvious wayfinding and a self registration model administered by Alexandrina Council with support from the Langhorne Creek community. The result is a low cost, high impact piece of visitor infrastructure that keeps the town centre — not the roadside — as the focal point of the visitor experience.

REGION

Fleurieu Peninsula wine country, ~60 km south east of Adelaide.

OPERATOR

Alexandrina Council in partnership with the Langhorne Creek community.

POSITIONING

Short stay overnight reserve integrated into the township, not isolated from it.

ACCESS

Sealed entry, level ground, easy caravan and motorhome turning.

02 · INFRASTRUCTURE ASSESSMENT

What good looks like on the ground

Nine practical elements combine to make Frank Potts Reserve work for visitors, operators and the town.

Marked sites

Clearly signed and numbered self registration bays across the reserve.

Self check in

Simple envelope based process with a 72 hour stay limit clearly displayed.

Information

Reserve rules and town information presented on well maintained boards.

Amenities

Drop toilet, rubbish disposal and a nearby modern flushing toilet block.

Walk to town

Safe pedestrian access to cafés, general store, pubs and cellar doors.

Dump point

High quality dump point adjacent to the public toilet block.

Potable water

Dedicated filling station for RVs and caravans.

Signage

Consistent directional signage from the highway through the township.

Free Wi-Fi

SA Tourism free Wi-Fi tower supporting visitor orientation and stay length.

03 · WHY IT WORKS

The visitor journey has no friction points

The reserve removes many of the barriers that influence whether RV travellers decide to stop. Visitors can arrive easily, understand the rules immediately, access essential services and walk safely into town without moving their vehicle. This convenience encourages longer stays and higher expenditure across wineries, cafés, pubs, restaurants, the general store and other local businesses.

“Convenience is the strategy. Every barrier removed — signage, self check in, walkability, services — converts a passing RV into a paying, exploring, returning visitor.”

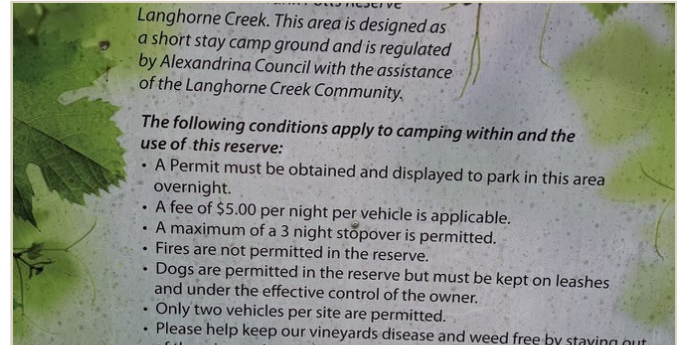
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04 · PHOTO DOCUMENTATION

The reserve in detail



Self registration signage and rules at the reserve entry.



Reserve conditions and dump point directions displayed for visitors.



Numbered site bollards clearly identify each self registration bay.



Self registration paypost with fee marked on the pole.



Access road with wheelie bins and bollards marking bay entries.



Picnic setting under river red gums with vineyard views.



Elevated shelter housing a drop toilet with recycling infrastructure nearby.



Regional welcome board with Langhorne Creek and event information.



Free SA Tourism Wi-Fi installation supporting visitor stays.



Dump point with clear RV signage for safe and easy use.



Potable water filling station adjacent to the dump point.



Modern public amenities block within short walk of the reserve.

05 · ECONOMIC IMPACT

Where the overnight visitor dollar lands

Every additional overnight stay generates spending across five clear categories in the local economy. Communities that combine quality infrastructure with attractive local experiences are well positioned to capture this expenditure throughout the year, including valuable shoulder seasons.

CELLAR DOORS	Winery visits and take-home purchases anchored by an overnight stay.
FOOD & DRINK	Cafés, pubs and restaurants captured for evening and morning spend.
RETAIL	General store, bakery and specialty shops on the daytime walking loop.
FUEL & SERVICES	Fuel, gas and vehicle needs met while transiting the town.
EXPERIENCES	Guided tastings, events and self drive tours booked from the reserve.

REGIONAL VALUE CHAIN

Cellar door → Café or pub → Retail → Fuel & services → Experiences → Return visits & referrals

06 · LESSONS FOR REGIONAL COUNCILS

Six principles to adapt locally

- 01 Locate overnight facilities close to the town centre so visitors walk, not drive.

- 02 Make arrival simple with clear signage, numbered bays and plain-English rules.

- 03 Provide essential services — toilets, rubbish, potable water and a dump point.

- 04 Encourage exploration on foot with safe, obvious connections into the retail precinct.

- 05 Use visitor information to actively promote local experiences and extend length of stay.

- 06 Design the model so it can be maintained sustainably by council and community together.

07 · IMPLEMENTATION ROADMAP

Twelve months to a genuine RV friendly town

30 days

Audit current stopover suitability against a 50-point RV friendly checklist and map immediate wins.

90 days

Install core infrastructure — dump point, potable water, numbered bays, signage and information board.

6 months

Integrate cellar doors, cafés and retail into a walking loop; publish welcome content and local map.

12 months

Measure overnight stays, visitor spend and shoulder-season growth; refine pricing and stay limits.

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Not one piece of infrastructure — an integrated visitor experience

Frank Potts Reserve illustrates that becoming RV friendly is not about a single piece of infrastructure. Success comes from integrating parking, visitor information, amenities, walkability and local business access into a seamless visitor experience. This practical approach helps transform overnight visitors into active contributors to the regional economy.

CONTINUE THE CONVERSATION

Assess your town against the same framework.

Argo Advisory works with councils, tourism organisations and destination bodies to translate regional visitor economy strategy into practical infrastructure, positioning and results.

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