

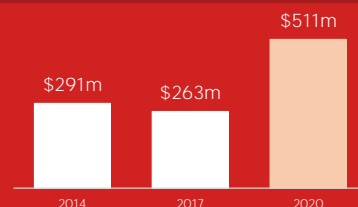
# EYRE PENINSULA

## Regional Profile



### OVERVIEW

- Currently the Eyre Peninsula contributes \$263 million to the December 2017 South Australian expenditure of \$6.6 billion.
- The Eyre Peninsula has achieved 51 per cent of their \$511 million 2020 target.



### Annual Visitor Summary December 2015 - December 2017

#### ORIGIN

	Intrastate	Interstate	Total Domestic	International	Total visits
<b>Overnight Visits</b>	289,000	112,000	<b>401,000</b>	19,000	<b>420,000</b>
<b>%</b>	<b>72%</b>	<b>28%</b>	<b>95%</b>	<b>5%</b>	<b>100%</b>
<b>Nights</b>	996,000	581,000	<b>1,577,000</b>	167,000	<b>1,745,000</b>
<b>%</b>	<b>63%</b>	<b>37%</b>	<b>90%</b>	<b>10%</b>	<b>100%</b>
<b>Average Length of Stay</b>	3	5	4	9	4
<b>Domestic Day Trips</b>					373,000
Average Annual Day Trips to Eyre Peninsula					373,000

#### PURPOSE

	Holiday	VFR	Business	Other	Total
<b>Overnight Visits</b>	180,000	105,000	108,000	33,000	<b>420,000</b>
<b>%</b>	<b>43%</b>	<b>25%</b>	<b>26%</b>	<b>8%</b>	<b>100%</b>
<b>Nights</b>	831,000	350,000	397,000	168,000	<b>1,745,000</b>
<b>%</b>	<b>48%</b>	<b>20%</b>	<b>23%</b>	<b>10%</b>	<b>100%</b>
<b>Average Length of Stay</b>	5	3	4	5	4
<b>Expenditure</b>					263,000,000
Average Annual Expenditure					263,000,000

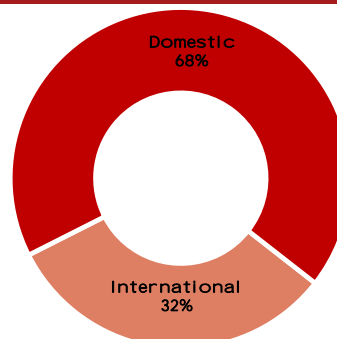
- 95 per cent of the Eyre Peninsula visitors are Domestic visitors and 5 per cent are International visitors.
- Domestically, 72 per cent of visitors are from within the state compared to 28 per cent from Interstate.
- 68 per cent of visitors to the Eyre Peninsula are Leisure visitors (Holiday + VFR) to the Eyre Peninsula.

#### EYRE PENINSULA TOURISM LISTINGS

Category	Eyre Peninsula
Accommodation	139
Attraction	40
Destination Information	5
Event	32
Food and Drink	11
General Services	1
Hire	4
Tour	16
<b>Grand Total</b>	<b>248</b>

Note: some listings have multiple categories of accommodation  
Source: Australian Tourism Data Warehouse

#### EYRE PENINSULA MEDIA COVERAGE



Source: Item Count - SATC Internal - 2017

# EYRE PENINSULA

## Regional Profile

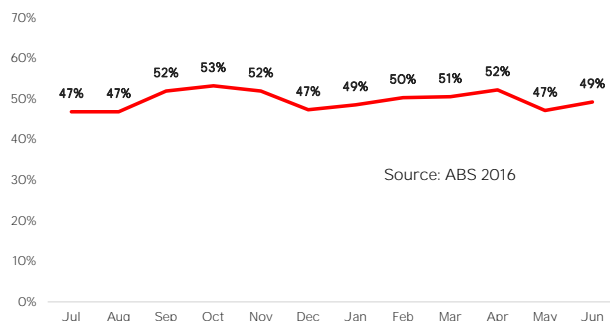


### ACCOMMODATION SUPPLY

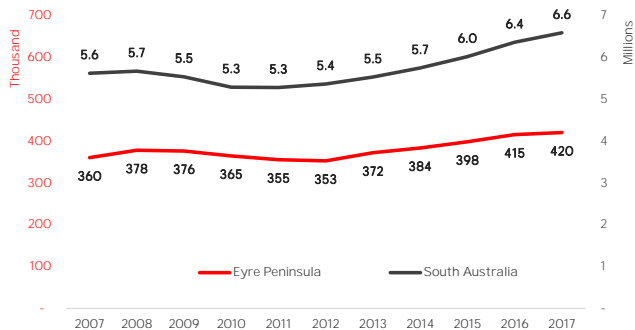
Hotels, Motels and Service Apartments with 15+ rooms	
Establishments	26
Rooms	987
Occupancy	50%
Takings	\$21,300,000

- Average occupancy for the year is 50 per cent over 26 establishments and 987 rooms.
- The peak month for the year is October with occupancy of 53 per cent.
- Low point of the year comes in the Winter months with occupancy on average dropping to 48 per cent.

Monthly Occupancy Rates Year end June 2016 - Eyre Peninsula

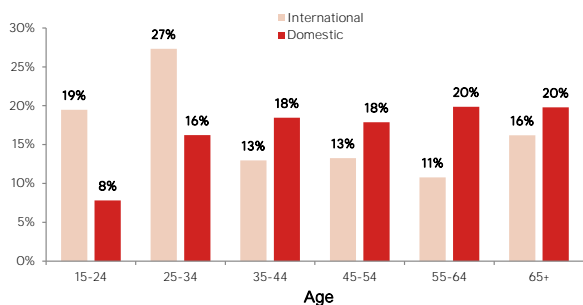


Total Overnight Visitation to Eyre Peninsula & South Australia



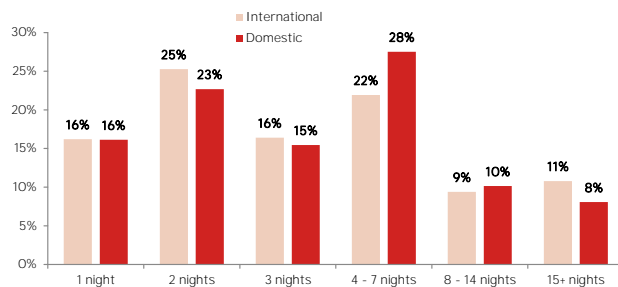
### VISITOR PROFILE

Age of Visitors to Eyre Peninsula



- International visitors peak in the 25-34 age group at 27 per cent.
- Domestically age is pretty consistent, with 56 per cent of visitors ages between 35 and 64.

Length of Visit to Eyre Peninsula



- 41 per cent of International visitors prefer to stay 1 - 2 nights on the Eyre Peninsula.
- 28 per cent of Domestic visitors stay between 4-7 nights.

# EYRE PENINSULA

## Regional Profile



### DOMESTIC VISITOR PROFILE

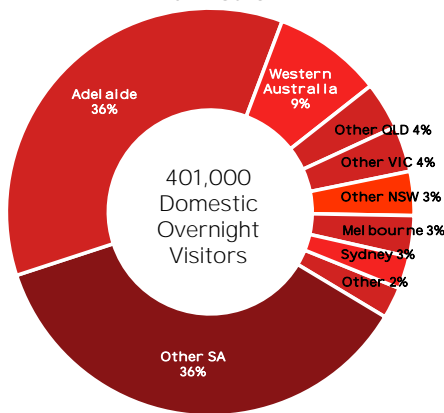
Purpose	Holiday	VFR	Other	Total
Visits	166,000	102,000	137,000	401,000
%	41%	25%	34%	100%
Nights	774,000	314,000	488,000	1,577,000
%	49%	20%	31%	100%
ALOS	5	3	4	4

### INTERNATIONAL VISITOR PROFILE

Purpose	Holiday	VFR	Other	Total
Visits	14,000	2,000	2,000	19,000
%	74%	11%	11%	100%
Nights	56,000	35,000	76,000	167,000
%	34%	21%	46%	100%
ALOS	4	18	38	9

### VISITOR ORIGIN

Origin of Domestic Overnight Visitors to Eyre Peninsula



Origin of International Visitors to Eyre Peninsula



- Western Australia at 9 per cent and Victoria at 7 per cent are the Eyre Peninsula's biggest Interstate Markets.
- Regional South Australia contributes 36 per cent of visitors to the Eyre Peninsula and Adelaide contributes 36 per cent of the visitors.
- Internationally, Europeans contribute 62 per cent of visits to the Eyre Peninsula, with the United Kingdom contributing 23 per cent and Germany 12 per cent.
- The United States of America contributed 12 per cent and New Zealand 10 per cent of visitors to the Eyre Peninsula.

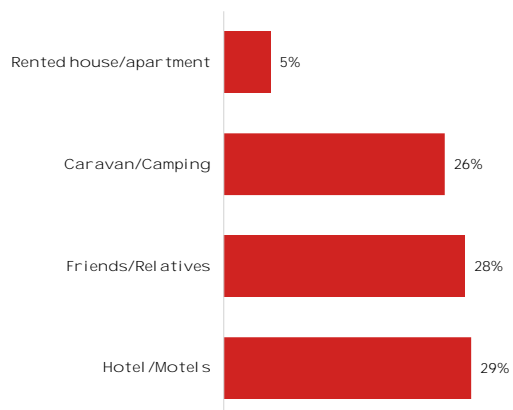
# EYRE PENINSULA

## Regional Profile

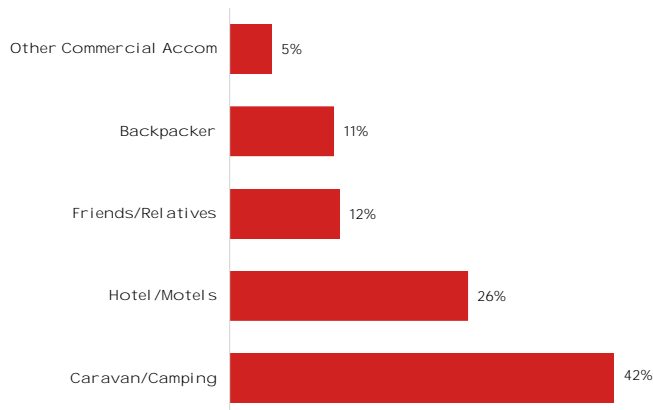


### VISITOR USE OF ACCOMMODATION

Accommodation used in Eyre Peninsula for Domestic Visitors



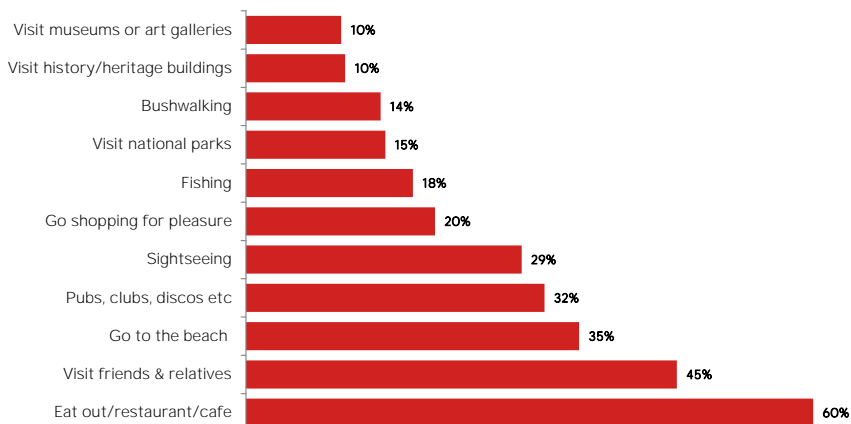
Accommodation used in Eyre Peninsula for International Visitors



- 57 per cent of Domestic visitor nights in the Eyre Peninsula are spent either with Friends or Relatives or in Hotels and similar accommodation.
- Domestically, Caravan and Camping is also popular with 26 per cent of visitors preferring this accommodation.
- 42 per cent of International visitors to the Eyre Peninsula prefer Caravan and Camping accommodation.
- 38 per cent of International visitors stay with Friends or Relatives or in a Hotel/Motel.

### VISITOR ACTIVITIES

Domestic Visitor Activities in Eyre Peninsula



- The most popular activity when coming to the Eyre Peninsula is to eat out or visits friend or relatives.
- Other popular activities include going to the beach, visiting wineries, going to the markets and undertaking cultural experiences.

# EYRE PENINSULA

## Regional Profile



### REGIONAL TOURISM SATELLITE ACCOUNT INFORMATION

In 2016-17, the tourism industry contributed an estimated \$227 million to the Eyre Peninsula regional economy and directly employed approximately 1,800 people.

#### Employment

- 1,800 jobs for people employed directly by the tourism industry, 700 indirect jobs and a total employment impact of 2,400 people.

#### Tourism output

- \$214 million and \$214 million in direct and indirect tourism output, and \$427 million in total tourism output.

#### Gross Value Added (GVA)

- \$115 million and \$90 million in direct and indirect tourism GVA, and \$205 million in total tourism GVA.

#### Gross Regional Product (GRP)

- \$125 million and \$101 million in direct and indirect tourism GRP and \$227 million in total tourism GRP.

### REGIONAL INSIGHTS

#### Interstate

- Coast and seafood the cornerstones of appeal.
- Unique experiences around interaction with aquatic wildlife very appealing.

#### Intrastate

- Similar appeals to interstate with marine wildlife, scenery and seafood all clear winners.

#### International

- Viewing and engaging with local wildlife (both sea and land) hold strong appeal for the Eyre Peninsula.
- Uncrowded beaches also appeal.
- Dining on seafood higher for the eastern markets.

#### Regional Visitor Strategy Priorities

- The opportunity for the Eyre Peninsula is to capitalise on its pristine nature, immersive wildlife experiences and coastal lifestyle, to drive increased overnight stays from international and domestic visitors.
- The region needs to promote these competitive strengths.

Appeal data is from the consumer surveying conducted for the SATC by BDA Marketing Planning. Sample of 800 interstate travellers and 400 interstate travellers, followed by eight focus groups in Adelaide, Sydney and Melbourne. Comments relating to International appeal are sourced from the Consumer Demand Project run by Tourism Australia in 11 priority markets, with a sample of 1,600 per market.

Prepared by the South Australian Tourism Commission, December 2017

**Sources** Unless otherwise stated, all data in this report is from the International Visitor and National Visitor Surveys (IVS and NVS) Conducted by Tourism Research Australia. These Sources are based on sample surveys and as with all sample surveys, are subject to sampling errors. Caution is required in interpreting some estimates, in particular, regional estimates can be affected by small sample sizes and can be subject to a high level of sampling error. Regional data should accordingly be used with a high level of caution and treated as being for indicative purposes only. Data refers to visitors 15 years and over. Unless otherwise stated, all data refers to the Annual Average results for the 3 years from December 2015 to December 2017. Consumer Demand Product Testing Phase 1 - BDA Marketing

**Notes and Abbreviations** Totals may not add to 100% due to rounding. VFR: Visiting Friends and Relatives. np: Not Published due to small sample size. ALOS: Average Length of Stay  
ABS: Survey of Tourism Accommodation, Hotels, Motels, Guest houses and Serviced Apartments with 15 or more rooms. Cat. No. 8685455001  
Consumer Demand Product Testing Phase 1 - BDA Marketing