

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | YORKE PENINSULA

YORKE PENINSULA PRIORITY

Yorke Peninsula's priority is to increase visitor expenditure and dispersal from intrastate and interstate self-drive markets. Developing new and promoting existing experiences that showcase the region's coastal lifestyle, wildlife and nature is key to this success. For more details refer to the Regional Visitor Strategy (RVS) 2025 at tourism.sa.gov.au.



2023 ACTUAL

\$384M^{*}

2025 TARGET



\$289M

PERCENTAGE OF 2025 TARGET MET



133%

SATC EXPERIENCE NATURE TOURISM FUND



2[†]
SUCCESSFUL PROJECTS

\$90,752
FUNDING AMOUNT

\$194,845
TOTAL PROJECT VALUE

REGIONAL EVENTS



161[^]
NUMBER OF EVENTS

2
SATC FUNDED EVENTS

ACCOMMODATION



2,800
TOTAL ROOMS ATDW LISTED

59%^g
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Yorke Peninsula was showcased in the Travel. Our Way. domestic campaign which leans into the adventurous spirit of a coastal holiday. Yorke Peninsula is a key destination for South Australians, attracting \$214 million expenditure from intrastate overnight visitors in 2023^l.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. ^aDATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. [^]EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ^gON AVERAGE. ^{**}CAPACITY NOT ACTUAL.



SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY