RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | YORKE PENINSULA

YORKE PENINSULA

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 will be key. For more details refer to 2025 RVS at tourism.sa.gov.au

DAY TRIPS





OVERNIGHT VISITORS



NIGHTS

NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS





180" PASSENGERS 80**

EMPLOYMENT



1.900 DIRECT JOBS

700 INDIRECT JOBS

1 IN 8⁻ DIRECT JOBS SUPPORTED BY TOURISM

500 TOURISM BUSINESSES 2022 ACTUAL

\$354M*

2025 TARGET



\$289M (

PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



2† SUCCESSFUL **PROJECTS**

\$60,368

FUNDING AMOUNT

\$48,294

TOTAL PROJECT VALUE

REGIONAL EVENTS



381^ NUMBER OF EVENTS

3 SATC FUNDED EVENTS

ACCOMMODATION



2,482 TOTAL ROOMS ATDW LISTED

75%~ OCCUPANCY

STR DATA

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. SINCLUDING EXPEDITIONS. *EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ON AVERAGE. **ROUNDED.

REGIONAL HIGHLIGHT



Assisted in creating awareness of Yorke Peninsula's Aboriginal experiences by conducting a specific photo and film shoot in region.



