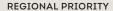
# RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | 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



ATDW LEADS TO BUSINESSES

VIA SOUTHAUSTRALIA.COM



DAY TRIPS



**NIGHTS** 



**OVERNIGHT** 



**NEW PRODUCTS/EXPERIENCES** 



**NEW TOURISM SIGNS** 



1,600 DIRECT JOBS

600 INDIRECT JOBS

1 IN 10 JOBS SUPPORTED BY TOURISM

400 TOURISM BUSINESSES

# **EMPLOYMENT**



2025 TARGET

\$289M \$280M

2021 ACTUAL

# SATC GREAT STATE VOUCHERS (1-6)



42

NUMBER OF TOURISM

1.244

NUMBER OF BOOKINGS

### SATC TOURISM INDUSTRY DEVELOPMENT FUND



SUCCESSEUL **PROJECTS** 

\$492.937

FUNDING AMOUNT

\$1.643.129

TOTAL PROJECT

## **REGIONAL EVENTS**



52 <sup>†</sup>

NUMBER OF **EVENTS** 

FUNDED EVENTS \$10,000

SATC FUNDING

#### ACCOMMODATION



10

NEW ROOMS REFURBISHED ROOMS

1,701 TOTAL ROOMS

74%\*\* OCCUPANCY