

RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | YORKE PENINSULA



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

	ATDW LEADS TO BUSINESSES 157,606 VIA SOUTHAUSTRALIA.COM		DAY TRIPS 518K
	NIGHTS 2M		OVERNIGHT 620K
	NEW PRODUCTS/EXPERIENCES 3		NEW TOURISM SIGNS 35

EMPLOYMENT

	1,600 DIRECT JOBS	600 INDIRECT JOBS	1 IN 10 JOBS SUPPORTED BY TOURISM	400 TOURISM BUSINESSES
---	-----------------------------	-----------------------------	---	----------------------------------

2025 TARGET


2021 ACTUAL

\$289M	\$280M
---------------	---------------


SATC GREAT STATE VOUCHERS (1-6)

	42 NUMBER OF TOURISM BUSINESSES	1,244 NUMBER OF BOOKINGS
---	---	------------------------------------

SATC TOURISM INDUSTRY DEVELOPMENT FUND

	4 SUCCESSFUL PROJECTS	\$492,937 FUNDING AMOUNT	\$1,643,129 TOTAL PROJECT VALUE
--	---------------------------------	------------------------------------	---

REGIONAL EVENTS

	52[†] NUMBER OF EVENTS	1 FUNDED EVENTS	\$10,000 SATC FUNDING
---	---	---------------------------	---------------------------------

ACCOMMODATION

	10 NEW ROOMS	3 REFURBISHED ROOMS	1,701 TOTAL ROOMS	74%** OCCUPANCY
---	------------------------	-------------------------------	-----------------------------	---------------------------

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2021, STR GLOBAL YEAR END DECEMBER 2021, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2021*, AUSTRALIAN BUREAU OF STATISTICS * DATA CAPTURED FOR YEAR END JUNE 2020. † EVENTS ON AVERAGE OVER 12 MONTH PERIOD ** ON AVERAGE

