

# EYRE PENINSULA

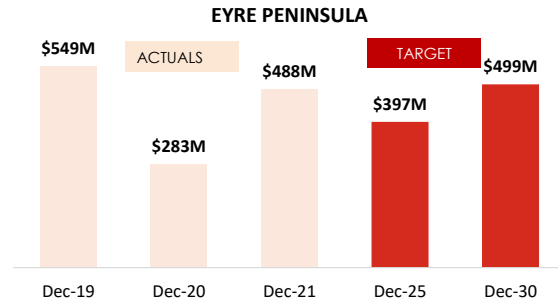
## REGIONAL PROFILE



### OVERVIEW

ALL DATA BASED ON THE YEAR END DECEMBER 2021

- Currently the Eyre Peninsula contributes \$488 million to the year end December 2021 South Australian expenditure of \$6.2 billion.
- The Eyre Peninsula has achieved their 2025 target of \$397 and 98 per cent of their 2030 target of \$499 million.



### ANNUAL VISITOR SUMMARY YEAR END DECEMBER 2021

ORIGIN					
	Intrastate	Interstate	Total Domestic	International	Total
<b>Overnight Visits</b>	407,000	75,000	<b>482,000</b>	-	<b>482,000</b>
%	84%	16%	<b>100%</b>	0%	<b>100%</b>
<i>Share of Regional SA</i>	9%	5%	<b>8%</b>	0%	<b>8%</b>
<hr/>					
<i>% Across Regional SA</i>	76%	23%	<b>100%</b>	0%	<b>100%</b>
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<b>Nights</b>	1,538,000	348,000	<b>1,886,000</b>	-	<b>1,886,000</b>
%	82%	18%	<b>100%</b>	0%	<b>100%</b>
<i>Share of Regional SA</i>	11%	4%	<b>8%</b>	0%	<b>8%</b>
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<i>% Across Regional SA</i>	60%	38%	<b>98%</b>	2%	<b>100%</b>
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<b>Average Length of Stay</b>	3.8	4.6	<b>3.9</b>	-	<b>3.9</b>
<b>ALOS Regional SA</b>	3.0	6.2	<b>3.7</b>	-	<b>3.8</b>
<hr/>					
<b>Total Expenditure</b>					<b>\$489,000,000</b>
<b>Overnight Expenditure</b>	\$299,000,000	\$72,000,000	<b>\$371,000,000</b>	\$0	<b>\$371,000,000</b>
<b>Day Trip Expenditure</b>					<b>\$118,000,000</b>
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<b>Domestic Day Trips</b>					<b>551,000</b>

- The Eyre Peninsula saw 482,000 domestic overnight visitors for the year end December 2021.
- 84 per cent of overnight visitors were from intrastate and 16 per cent from interstate.
- The 407,000 intrastate overnight visitors stayed 1.5 million nights with an average length of stay of 3.8 nights.
- There were 75,000 interstate overnight visitors who stayed 348,000 nights with an average length of stay of 4.6 nights
- There have been limited international arrivals with borders closed.
- 551,000 day trips were taken to the Eyre Peninsula for the year with spend of \$118 million.

# EYRE PENINSULA

## REGIONAL PROFILE



### PURPOSE

	Holiday	VFR	Business	Other	Total
<b>Overnight Visits</b>	276,000	118,000	90,000	9,000	<b>482,000</b>
%	57%	24%	19%	2%	<b>100%</b>
<i>Share of Regional SA</i>	9%	7%	8%	2%	<b>8%</b>
<i>% Across all regions</i>	49%	28%	18%	8%	<b>100%</b>

<b>Nights</b>	1,175,000	445,000	242,000	24,000	<b>1,886,000</b>
%	62%	24%	13%	1%	<b>100%</b>
<i>Share of Regional SA</i>	10%	8%	6%	1%	<b>8%</b>
<i>% Across all regions</i>	50%	26%	17%	8%	<b>100%</b>

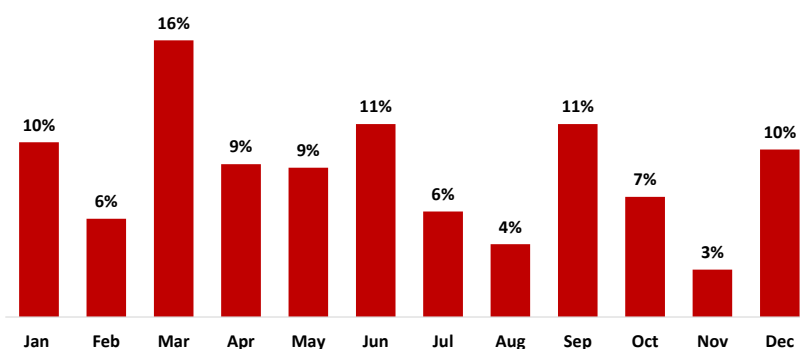
<b>Average Length of Stay</b>	4.3	3.8	2.7	2.7	<b>3.9</b>
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Expenditure					
<b>Annual Expenditure</b>	\$232,000,000	\$55,000,000	\$61,000,000	\$22,000,000	<b>\$370,000,000</b>
<b>Expenditure 2019</b>	\$229,000,000	\$48,000,000	\$102,000,000	\$40,000,000	<b>\$419,000,000</b>
<b>Av spend per night</b>	\$197	\$124	\$252	\$917	<b>\$196</b>
<b>Av spend per night Reg SA</b>	\$154	\$58	\$84	\$80	<b>\$112</b>
<b>Share of Regional SA</b>	9%	6%	7%	8%	<b>8%</b>

- 82 per cent of overnight visitors to the Eyre Peninsula are either on holiday or visiting friends and relatives.
- Overnight holiday visitors on average spend \$197 per night compared to VFR visitors who spend \$124 per night.
- Leisure overnight visitors spent \$287 million for the year, making up 78 per cent of all overnight expenditure.

### SEASONALITY

#### SEASONALITY OF DOMESTIC OVERNIGHT VISITORS TO EYRE PENINSULA



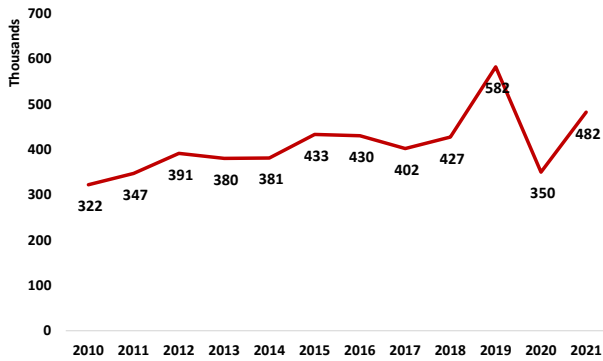
- National Visitor Survey data shows us that January, March, June, September and December are the strongest months for visitation in the Eyre Peninsula.
- March is busy with the long weekend and the September with School holidays.
- January and December are busy with the summer holidays.

# EYRE PENINSULA REGIONAL PROFILE

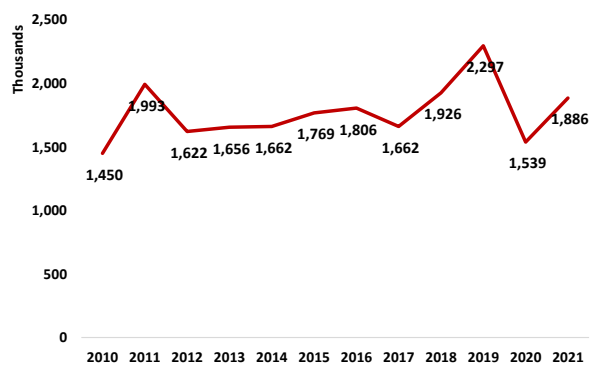


## TOTAL OVERNIGHT VISITATION 2010 - 2021

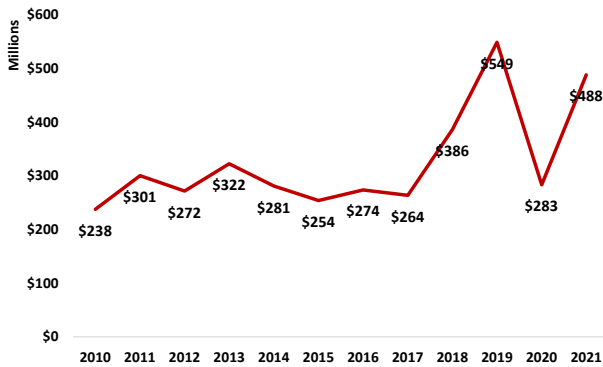
**VISITORS EYRE PENINSULA 2010 - 2021 - INTERNATIONAL AND DOMESTIC**



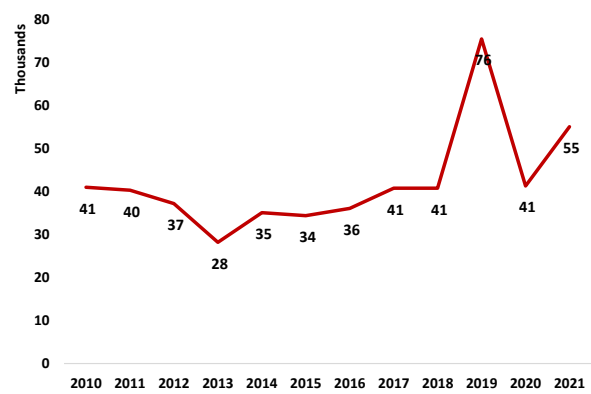
**NIGHTS EYRE PENINSULA 2010 - 2021 - INTERNATIONAL AND DOMESTIC**



**TOTAL EXPENDITURE EYRE PENINSULA 2010 - 2021 - INTERNATIONAL AND DOMESTIC**



**DAY TRIPS EYRE PENINSULA 2010 - 2021 - DOMESTIC**



Note: Fluctuations can occur in visitation data due to small sample sizes. Prior regional profiles used data averaged over three years to smooth these fluctuations.

Regions	Visits		Expenditure	
	Dec-21	Change on Dec-19	Dec-21	Change on Dec-19
Adelaide	1,982,000	-49%	2,549,700,000	-44%
Adelaide Hills	184,000	-18%	204,500,000	-1%
Barossa	230,000	-28%	291,600,000	29%
Clare Valley	282,000	38%	171,700,000	46%
Eyre Peninsula	482,000	-17%	488,400,000	-11%
Fleurieu Peninsula	894,000	-1%	662,900,000	19%
Flinders Ranges and Outback	638,000	-31%	359,700,000	-30%
Kangaroo Island	189,000	-9%	238,500,000	25%
Limestone Coast	610,000	-21%	438,600,000	4%
Murray River, Lakes and Coorong	391,000	-13%	211,200,000	-25%
Riverland	345,000	-20%	231,600,000	19%
Yorke Peninsula	620,000	4%	279,500,000	16%
Regional SA	4,424,000	-14%	3,601,600,000	1%
<b>South Australia</b>	<b>6,077,000</b>	<b>-29%</b>	<b>6,151,300,000</b>	<b>-24%</b>

# EYRE PENINSULA REGIONAL PROFILE



## EYRE PENINSULA TOURISM LISTINGS

Category	# Listings
Accommodation	164
Attraction	124
Tour	33
General Services	28
Food and Drink	26
Event	18
Hire	8
Information Services	6
Destination Information	3
Journey	2
Transport	1
Grand Total	413

The **Australian Tourism Data Warehouse (ATDW)** is Australia's national platform for digital tourism information. Eligible tourism businesses can create a listing for their accommodation, tour, food and drink establishment, event and more, free of charge. These listings appear on websites such as [southaustralia.com](https://southaustralia.com)

An **ATDW lead** is generated when a user performs one of the following actions when viewing an ATDW product page on southaustralia.com:

- Website click through (via visit website button or website URL)
- Book now button click
- Claim deal button click
- Clicking on contact email address to start writing email
- Clicking on a phone number to start a phone call (mobile only)

Note: some listings have multiple categories of accommodation  
Source: Australian Tourism Data Warehouse  
Categories above defined at - <https://tourism.sa.gov.au/support/atdw>

## EYRE PENINSULA AUSTRALIAN TOURISM DATA WAREHOUSE LEADS

# 123,000

YEAR END DECEMBER 2021

ACCOMMODATION  
LEADS  
62,000  
51%

FOOD & DRINK  
LEADS  
4,000  
4%

TOUR  
LEADS  
36,000  
30%

\*OTHER  
LEADS  
20,000  
16%

### TOP 5

- DISCOVERY PARKS STREAKY BAY FORESHORE
- CAMEL BEACH HOUSE
- TANONGA LUXURY ECOLOGES
- PORT LINCOLN HOTEL
- ELLISTON WATERLOO BAY TOURIST PARK

### TOP 5

- PETER TEAKLE WINES
- 1802 OYSTER BAR
- BEER GARDEN BREWING
- OYSTER HQ
- THE FRESH FISH PLACE FISH MARKET CAF

### TOP 5

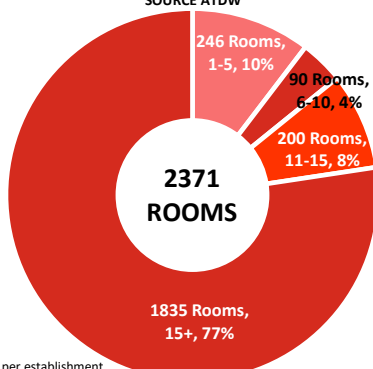
- COFFIN BAY OYSTER FARM TASTING TOURS
- CALYPSO STAR CHARTERS
- GAWLER RANGES WILDERNESS SAFARIS
- BAIRD BAY OCEAN ECO EXPERIENCE SWIM WITH DOLPHINS AND SEA LIONS
- EP CRUISES FOWLERS BAY ECO TOURS

\* Other refers to leads for events, destination information, attractions, general services, hire and transport

## ROOMS IN REGIONS - AUSTRALIAN TOURISM DATA WAREHOUSE

### ROOMS IN THE EYRE PENINSULA

SOURCE ATDW



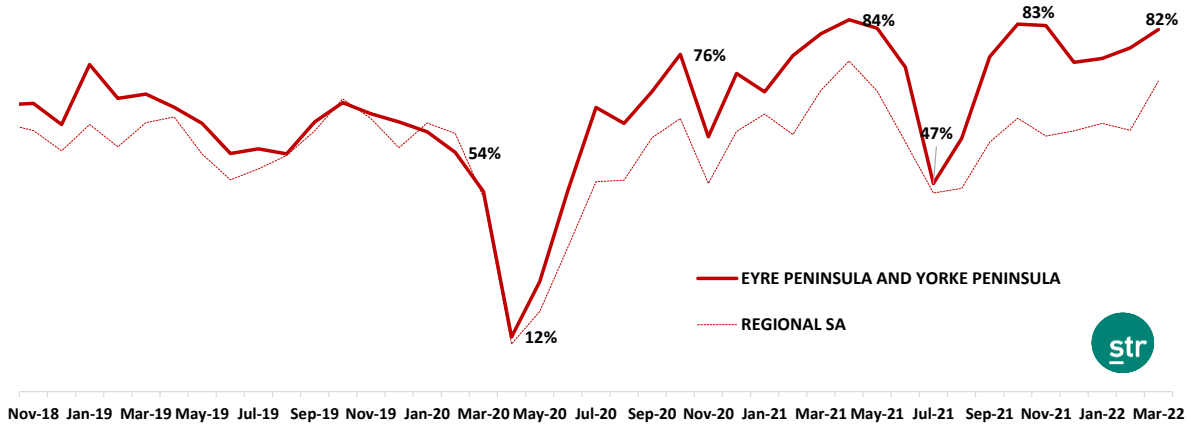
Rooms refers to rooms per establishment

- Currently there are 164 establishments in the Eyre Peninsula that accommodate guests.
- These 164 establishments account for 2,371 rooms ranging from 1 room to over 50.
- 77 per cent of rooms fall into establishment with 15 or more rooms.
- 10 per cent of rooms fall into the 1-5 room establishments.



ACCOMMODATION STR

ACCOMMODATION OCCUPANCY EYRE PENINSULA AND YORKE PENINSULA

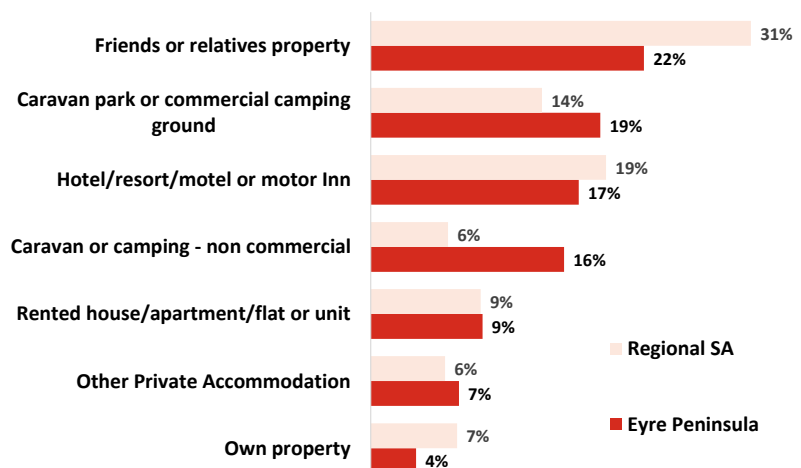


- The Eyre Peninsula and Yorke Peninsula include accommodation data is not provided for each specific region.
- In 2019 prior to COVID average occupancy for the Eyre Peninsula and Yorke Peninsula was 62 per cent, this fell to 53 per cent in 2020, rose to 74 per cent in 2021 and for the first 3 month of 2022 the average is 78 per cent.

VISITOR USE OF ACCOMMODATION

ACCOMMODATION USED IN EYRE PENINSULA FOR DOMESTIC VISITORS

- 39 per cent of domestic visitor nights in the Eyre Peninsula are spent in Hotels or motels or with friends and relatives
- The Eyre Peninsula over indexes for Caravan and Camping at 35 per cent when compared to regional South Australia at 20 per cent.
- 22 per cent of visitors stayed in a friend or relatives property, below the regional South Australian average of 28 per cent.



TRANSPORT

TRANSPORT EYRE PENINSULA DECEMBER 2021



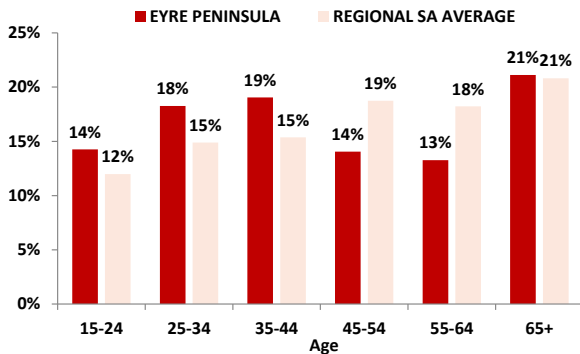
- The main method of transport used for Eyre Peninsula was a self drive vehicle.
- 84 per cent of visitors used this type of transport.
- 13 per cent of people came to the region by air.
- 3 per cent of people used another form of transport, this included helicopters, buses etc.

# EYRE PENINSULA REGIONAL PROFILE



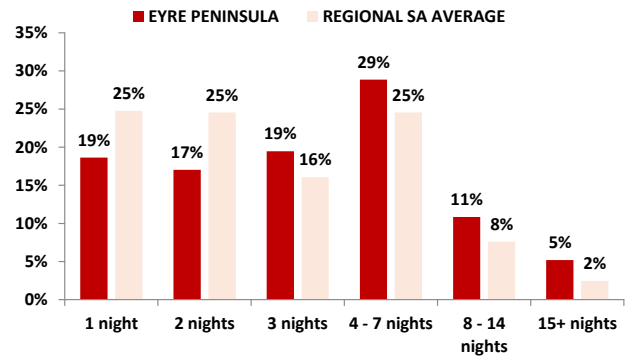
## VISITOR PROFILE

AGE OF VISITORS TO EYRE PENINSULA



- Overnight domestically there is a peak in the 25-44 age group at 37 per cent.
- This is above the average of 30 per cent for the 25-44 age group for regional SA.
- The 35-44 age group at year end 2020 made up 19 per cent of all visitors.

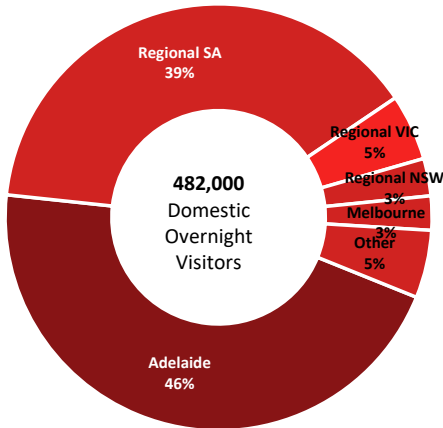
LENGTH OF VISIT TO EYRE PENINSULA



- 29 per cent of visitors prefer to stay between 4 and 7 nights, above the regional average of 25 per cent.
- 36 per cent of Domestic visitors like to stay 1 to 2 nights, well below the regional South Australian average of 50 per cent.

## VISITOR ORIGIN

ORIGIN OF DOMESTIC OVERNIGHT VISITORS TO EYRE PENINSULA

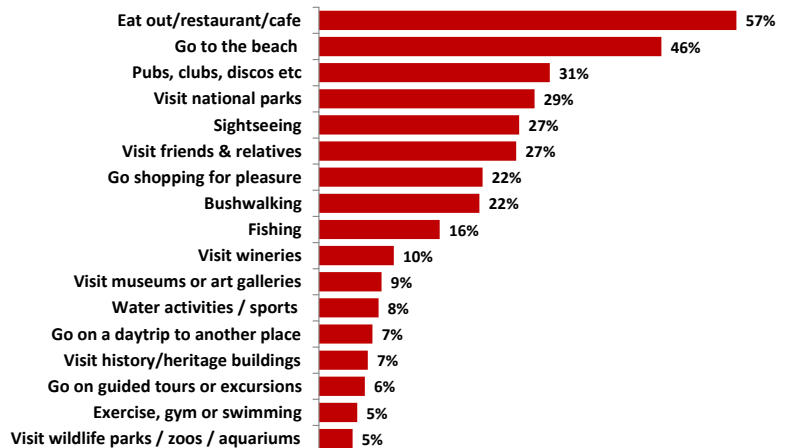


- Victoria at 8 per cent and New South Wales at 4 per cent are the Eyre Peninsula's biggest interstate overnight domestic markets.
- Regional South Australia contributes 39 per cent of visitors to the Eyre Peninsula's.
- 46 per cent of visitors come from Adelaide.

## VISITOR ACTIVITIES

- The most popular activities when coming to the Eyre Peninsula are to eat out at a restaurant or go to the beach.
- Other popular activities include going to the beach, visiting national parks, sight seeing, fishing, bush walking, visiting friends and relatives and visiting

DOMESTIC OVERNIGHT VISITOR ACTIVITIES IN EYRE PENINSULA



# EYRE PENINSULA

## REGIONAL PROFILE



### REGIONAL TOURISM SATELLITE ACCOUNT INFORMATION

In 2019-20, the tourism industry contributed an estimated \$376 million to the Eyre Peninsula regional economy and directly employed approximately 2,000 people.

#### Employment

- 2,000 jobs for people employed directly by the tourism industry, 700 indirect jobs and a total employment impact of 2,700 people.

#### Gross Value Added (GVA)

- \$122 million and \$90 million in direct and indirect tourism GVA, and \$212 million in total tourism GVA.

#### Gross Regional Product (GRP)

- \$130 million and \$115 million in direct and indirect tourism GRP and \$245 million in total tourism GRP.

#### Tourism Consumption

2019–20

*Tourism products* - directly consumed

- 17% Long distance passenger transportation
- 16% Takeaway and restaurant meals
- 13% Shopping (including gifts and souvenirs)
- 11% Fuel (petrol, diesel)
- 10% Travel agency and tour operator services
- 7% Accommodation services
- 6% Food products

#### Tourism Employment

2019–20

*Tourism Industries* - 2,000 directly employed

- 32% - 642 - Cafes, restaurants and takeaway food services
- 16% - 319 - Retail trade
- 15% - 309 - Accommodation
- 9% - 184 - Travel agency and tour operator services
- 8% - 157 - Air, water and other transport
- 6% - 124 - Clubs, pubs, taverns and bars
- 4% - 84 - Road transport and transport equipment rental

The regional tourism data is the latest available data at the time of publication. Data for the year end June 2020

### 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.

Prepared by the South Australian Tourism Commission, December 2021

**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 year end December 2021.

Consumer Demand Product Testing Phase 1 - BDA Marketing - 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.

**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. 865455001  
Consumer Demand Product Testing Phase 1 - BDA Marketing