

EYRE PENINSULA

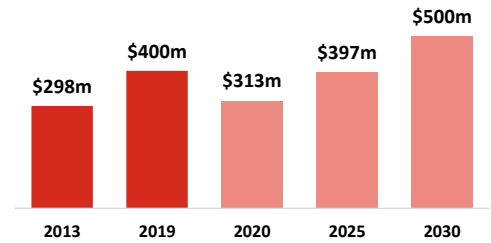
REGIONAL PROFILE



OVERVIEW

ALL DATA BASED ON THE ANNUAL AVERAGE FOR THE 3 YEARS TO THE YEAR END DECEMBER 2019 AND RELATES TO DATA PRIOR TO COVID-19 RESTRICTIONS

- Currently the Eyre Peninsula contributes \$400 million to the December 2019 South Australian expenditure of \$8.1 billion.
- The Eyre Peninsula has achieved their \$313 million 2020 target and 80 per cent of their 2030 target of \$500 million.



Annual Visitor Summary December 2017 - December 2019

ORIGIN					
	Intrastate	Interstate	Total Domestic	International	Total visits
Overnight Visits	332,000	118,000	450,000	20,000	470,000
%	74%	26%	96%	4%	100%
Nights	1,194,000	617,000	1,811,000	151,000	1,961,000
%	66%	34%	92%	8%	100%
Average Length of Stay	4	5	4	8	4
Domestic Day Trips					
Average Annual Day Trips to Eyre Peninsula					524,000
PURPOSE					
	Holiday	VFR	Business	Other	Total
Overnight Visits	208,000	122,000	117,000	29,000	470,000
%	44%	26%	25%	6%	100%
Nights	953,000	514,000	398,000	96,000	1,961,000
%	49%	26%	20%	5%	100%
Average Length of Stay	5	4	3	3	4
Expenditure					
Average Annual Expenditure	\$ 192,000,000	\$ 44,000,000	\$ 94,000,000	\$ 70,000,000	\$ 400,000,000

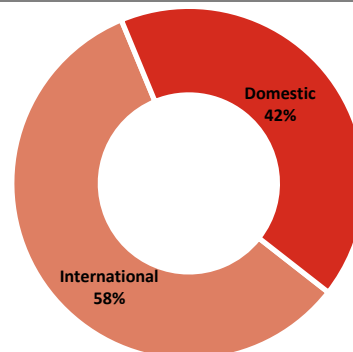
- 96 per cent of the Eyre Peninsula visitors are **Domestic** visitors and 4 per cent are **International** visitors.
- **Domestically**, 74 per cent of visitors are from within the state compared to 26 per cent from Interstate.

EYRE PENINSULA TOURISM LISTINGS

Category	Eyre Peninsula
Accommodation	125
Attraction	88
Tour	33
Food and Drink	20
Event	16
General Services	10
Destination Information	6
Information Services	3
Hire	3
Grand Total	304

Note: some listings have multiple categories of accommodation
Source: Australian Tourism Data Warehouse

EYRE PENINSULA MEDIA COVERAGE



Source: Advertising Space Rate - 2018

EYRE PENINSULA

REGIONAL PROFILE



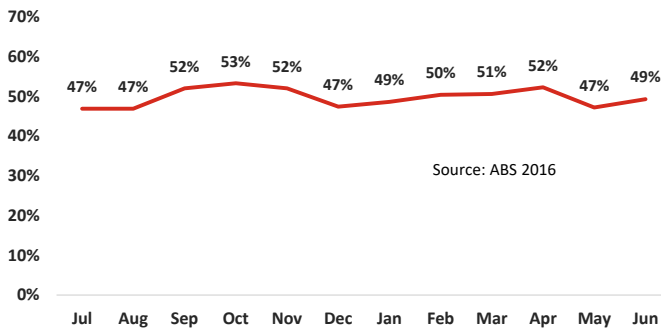
ACCOMMODATION SUPPLY

Hotels, Motels and Service Apartments with 15+ rooms

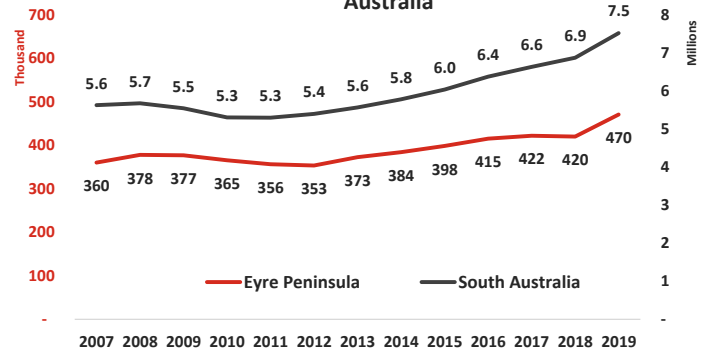
Establishments	26
Rooms	987
Occupancy	50%
Takings	\$21,300,000

- Average occupancy for the year is 50 per cent over 26 establishments and 987 rooms.
- The peak month for the year is October with occupancy of 53 per cent.
- Low point of the year comes in the Winter months with occupancy on average dropping to 48 per cent.

Monthly Occupancy Rates Year end June 2016 - Eyre Peninsula

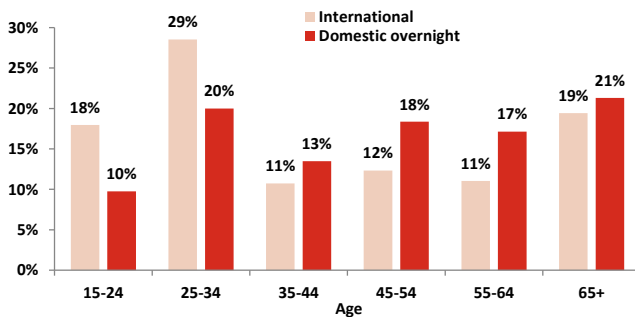


Total Overnight Visitation to Eyre Peninsula & South Australia



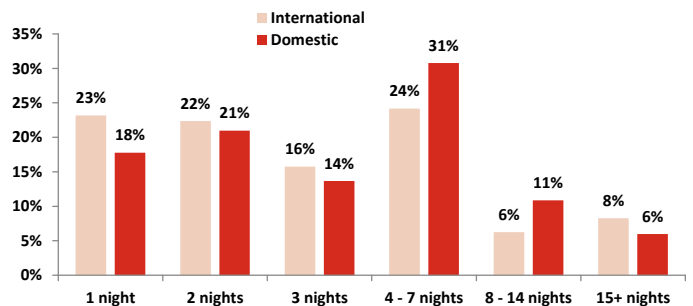
VISITOR PROFILE

Age of Visitors to Eyre Peninsula



- **International** visitors peak in the 25-34 age group at 29 per cent.
- **Domestically** age is pretty consistent, with 56 per cent of visitors over the age of 45.

Length of Visit to Eyre Peninsula



- 47 per cent of **International** visitors prefer to stay 1 - 2 nights on the Eyre Peninsula.
- 26 per cent of **Domestic** visitors stay between 4-7 nights.

EYRE PENINSULA

REGIONAL PROFILE



DOMESTIC VISITOR PROFILE

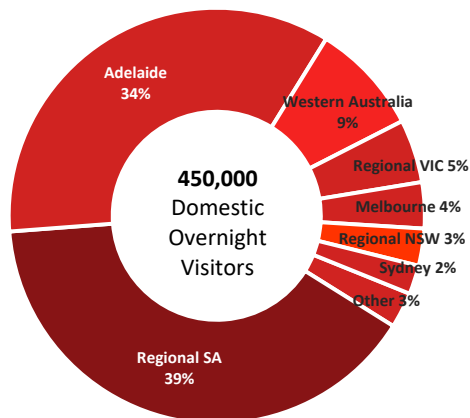
Purpose	Holiday	VFR	Other	Total
Visits	192,000	119,000	145,000	450,000
%	43%	26%	32%	100%
Nights	891,000	459,000	460,000	1,811,000
%	49%	25%	25%	100%
ALOS	5	4	3	4

INTERNATIONAL VISITOR PROFILE

Purpose	Holiday	VFR	Other	Total
Visits	17,000	3,000	1,000	20,000
%	85%	15%	5%	100%
Nights	61,000	55,000	35,000	151,000
%	40%	36%	23%	100%
ALOS	4	18	35	8

VISITOR ORIGIN

Origin of Domestic Overnight Visitors to Eyre Peninsula



Origin of International Visitors to Eyre Peninsula



- Western Australia at 9 per cent and Victoria at 7 per cent are the Eyre Peninsula's biggest Interstate Markets.
- Regional South Australia contributes 39 per cent of visitors to the Eyre Peninsula and Adelaide contributes 34 per cent of the visitors.
- **Internationally**, Europeans contribute 58 per cent of visits to the Eyre Peninsula, with the United Kingdom contributing 22 per cent and Germany 13 per cent.
- The United States of America contributed 11 per cent and New Zealand 7 per cent of visitors to the Eyre Peninsula.

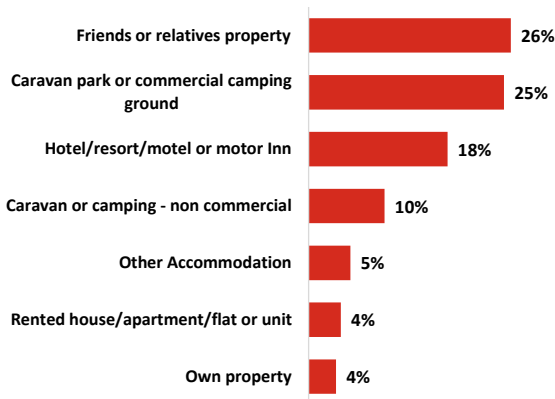
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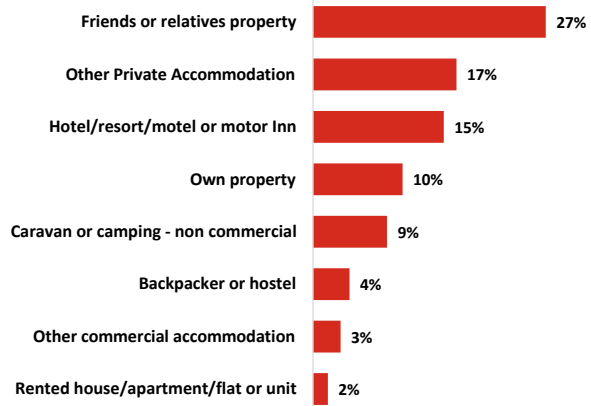


VISITOR USE OF ACCOMMODATION

Accommodation used in Eyre Peninsula for Domestic Visitors



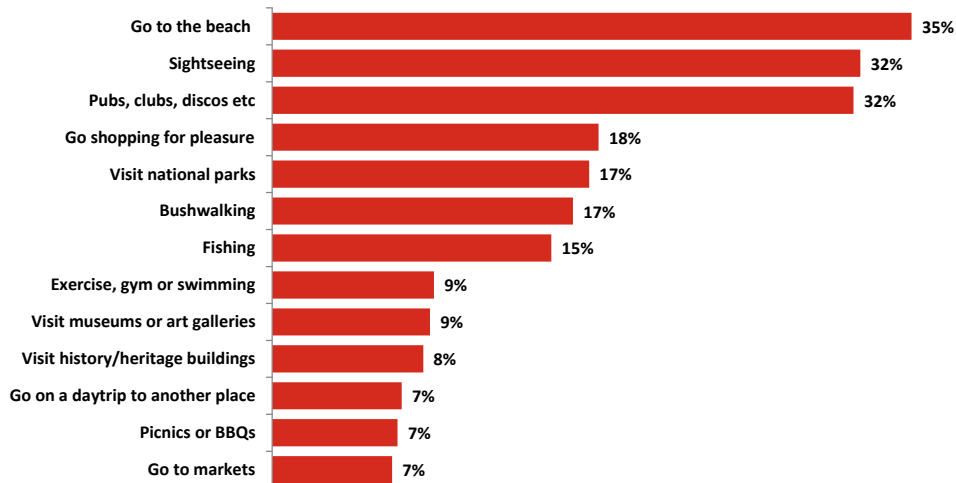
Accommodation used in Eyre Peninsula for International Visitors



- 44 per cent of **Domestic** visitor nights in the Eyre Peninsula are spent either with Friends or Relatives or in Hotels and similar accommodation.
- **Domestically**, Caravan and Camping is also popular with 35 per cent of visitors preferring this accommodation.
- 12 per cent of **International** visitors to the Eyre Peninsula prefer Caravan and Camping accommodation.
- 42 per cent of **International** visitors stay with Friends or Relatives or in a Hotel/Motel.

VISITOR ACTIVITIES

Domestic Visitor Activities in Eyre Peninsula



- The most popular activity when coming to the Eyre Peninsula is to eat out or visits friend or relatives.
- Other popular activities include going to the beach, visiting wineries, going to the markets and undertaking cultural experiences.

EYRE PENINSULA

REGIONAL PROFILE



REGIONAL TOURISM SATELLITE ACCOUNT INFORMATION

In 2017-18, the tourism industry contributed an estimated \$412 million to the Eyre Peninsula regional economy and directly employed approximately 1,700 people.

Employment

- 1,700 jobs for people employed directly by the tourism industry, 600 indirect jobs and a total employment impact of 2,300 people.

Tourism output

- \$206 million and \$207 million in direct and indirect tourism output, and \$412 million in total tourism output.

Gross Value Added (GVA)

- \$110 million and \$88 million in direct and indirect tourism GVA, and \$198 million in total tourism GVA.

Gross Regional Product (GRP)

- \$117 million and \$100 million in direct and indirect tourism GRP and \$217 million in total tourism GRP.

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.

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.

Prepared by the South Australian Tourism Commission, December 2019

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 Annual Average results for the 3 years from December 2017 to December 2019.
Consumer Demand Product Testing Phase 1 - BDA Marketing

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. 8635455001
Consumer Demand Product Testing Phase 1 - BDA Marketing

AUSTRALIAN COASTAL SAFARIS, EYRE PENINSULA

TOURISM CHAMPIONS CASE STUDY

ABOUT AUSTRALIAN COASTAL SAFARIS

Offers bespoke tours for small groups who want to experience the Eyre Peninsula 'like a local'.

Unique position in the market place being the only operator to provide tours, accommodation, transport and helicopter tours on the Eyre Peninsula.

Owner, David Doudle aka 'Lunch' started the business in 2005 on a part-time basis while running a grain farm.

BUSINESS GROWTH

Lunch has been running the business full-time since mid-2013. Now employs one full-time tour guide and three casual staff.

Offering has grown to include a full service from tours and activities through to four bedroom modern beach front accommodation, meals and transport (two four wheel drives, 24 seater bus and helicopter).

Enjoys bookings year-round.

International market makes up 73 per cent of Australian Coastal Safaris' business. Of these international bookings, 45 per cent are from China and Hong Kong then North America, Europe (including UK) and then Singapore and Malaysia.

CHALLENGES

Port Lincoln is approx. 650 kms away from Adelaide while Ceduna is about 800 kms away. The region is easily accessible by air, ferry and road. This means some amount of planning to get to the region.

To keep the Eyre Peninsula top of mind and to grow his business, Lunch actively promotes all of the world-class experiences and activities on offer in the region through social media. When your office is the great outdoors, the weather can impact tours and what guests will see. There are always contingencies in place so guests still get a great experience.

THE FUTURE

Continue to deliver high quality, unique experiences for clients.

Is expanding the accommodation offering from one to two waterfront properties in Port Lincoln.

Offering coastal treks, bushwalks, specialised wildlife, birdwatching and photography tours in 2017.

COMMUNITY IMPACT

All of Australian Coastal Safaris' employees are Eyre Peninsula locals.

Supplies for every tour are bought locally such as food, fuel, fishing tackle/bait and wine.

"The local community in Port Lincoln and surrounds is very important to us. We bring our guests to local businesses such as cafes, seafood producers and restaurants and they in turn recommend us to their customers; we thrive off each other."

"I love this job because it gets me out into the great outdoors, amongst the wildlife, on our beaches and showing people my back yard."

Lunch Doudle, Owner,
Australian Coastal Safaris

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

The SATC has arranged for journalists and travel writers to experience an Australian Safaris tour which has resulted in national and international media coverage.

Attended the Australian Tourism Exchange trade event which provided Lunch with the opportunity to talk to tourism wholesalers and retailers about the Eyre Peninsula and what he does.

Attended a South Australian Government trade mission to China in October 2016. Receives advice from the SATC around marketing and social media.

CONTACT US
TOURISM.SA.GOV.AU

