# LIMESTONE COAST

**RVS PROGRESS SNAPSHOT** 

1JAN-31 DEC 2024

#### LIMESTONE COAST PRIORITY

The Limestone Coast is all about creating lasting memories and encouraging visitors to stay a little longer. With a focus on increasing overnight stays from both international and domestic travellers, the region is looking to turn daytrippers into guests who linger and explore deeper.

With many visitors arriving by car, the key to success is making the most of existing touring routes and highlighting the region's standout experiences and events—ones that capture its true essence and invite people to take their time.

For more details, head to the 2025 RVS at tourism.sa.gov.au.

**DAY TRIPS** 

**OVERNIGHT** VISITORS

**NIGHTS** 







# EXPERIENCE DEVELOPMENT PROGRAM



Businesses supported

# ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS

CAPACITY PASSENGERS & CREW



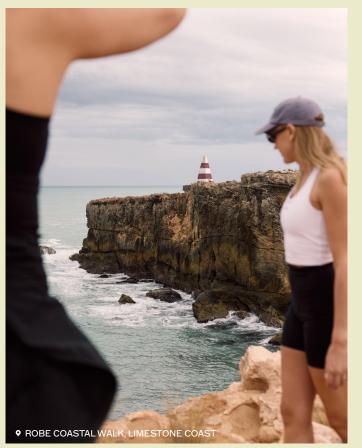






# 2024 ACTUAL EXPENDITURE

# \$662M\*



# **REGIONAL HIGHLIGHT**



Along the Limestone Coast, new coastal soft adventure experiences have launched with support from the Experience Nature Tourism Fund—shining a light on the region's breathtaking hiking trails and making it even easier to wander where the wild things are.

# 2025 TARGET

#### PERCENTAGE OF 2025 TARGET MET



Ø \$479M



#### SATC EXPERIENCE NATURE TOURISM FUND



Successful projects

\$77,494

Total project

\$157,066

#### REGIONAL EVENTS



316 Number of events

SATC funded events

#### ACCOMMODATION



2,363

68%¤ Occupancy

#### **EMPLOYMENT**



2,100 Direct jobs 1,200 Indirect jobs

1 IN 19

Jobs supported by tourism

780

Tourism businesses

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2024, STR GLOBAL YEAR END DECEMBER 2024, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2024, AUSTRALIAN BUREAU OF STATISTICS. \*DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2024. INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. "ON AVERAGE. \*\*CAPACITY NOT ACTUAL. SESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.