

Limestone Coast




RVS Progress Snapshot 1 Jan–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 day-trippers 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
 656k	 807k	 2.3M

Experience Development Program

 6 ⁺	Businesses supported
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ATDW Leads to Businesses

 251K ^{\$}	Via southaustralia.com
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Cruise Ship Arrivals	Capacity Passengers & Crew
 2	 308 ^{**}



2024 Actual Expenditure

\$662M*



ROBE COASTAL WALK, LIMESTONE COAST

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



\$479M



138%

SATC Experience Nature Tourism Fund



3⁺
Successful projects

\$77,494
Funding amount

\$157,066
Total project value

Regional Events



316[^]
Number of events

4
SATC funded events

Accommodation



2,363
Total rooms

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. ‡ESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.