

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | KANGAROO ISLAND

KANGAROO ISLAND PRIORITY

After the devastating summer 2020 bushfires in which more than 40% of Kangaroo Island was impacted, the Island's priority is industry resilience and regrowth. As an established visitor region, the focus for Kangaroo Island has always been about exceeding on visitor expectations, growing visitor yield, dispersal and managing the sustainable development of tourism on the Island. With highly seasonal visitation, encouraging visitation in the quieter months of May to August continues to be a priority. For more details refer to the Regional Visitor Strategy (RVS) 2025 at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



82,299**
CAPACITY PASSENGERS & CREW

EMPLOYMENT



1,000
DIRECT JOBS

300
INDIRECT JOBS

1 IN 2^a
DIRECT JOBS SUPPORTED BY TOURISM

110
TOURISM BUSINESSES

2023 ACTUAL

\$280M*

2025 TARGET



\$199M

PERCENTAGE OF 2025 TARGET MET



141%

SATC EXPERIENCE NATURE TOURISM FUND



2[†]
SUCCESSFUL PROJECTS

\$68,525
FUNDING AMOUNT

\$166,888
TOTAL PROJECT VALUE

REGIONAL EVENTS



49[^]
NUMBER OF EVENTS

2
SATC FUNDED EVENTS

ACCOMMODATION



846
TOTAL ROOMS ATDW LISTED

52%^a
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Internationally renowned luxury accommodation Southern Ocean Lodge reopened. The new build, maintains a similar footprint as the original building which was destroyed in the 2020 bushfire.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. ^aDATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. [^]EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ^aON AVERAGE. ^{**}CAPACITY NOT ACTUAL.



SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY