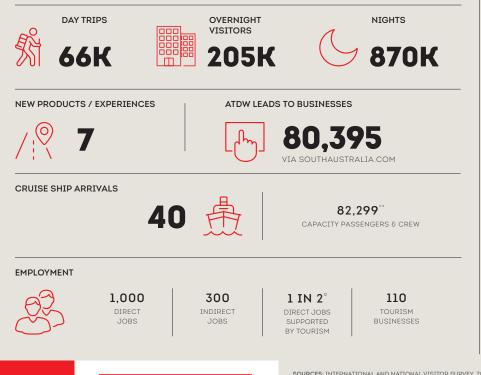
RVS PROGRESS SNAPSHOT

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.

THERE HERE AND



SOUTH AUSTRALIAN

2023 ACTUAL

\$280M

2025 TARGET

\$199M

SATC EXPERIENCE NATURE TOURISM FUND





ACCOMMODATION

846	52% ^{°°}
TOTAL ROOMS ATDW LISTED	OCCUPANCY STR DATA

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. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. 'INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. "ON AVERAGE. **CAPACITY NOT ACTUAL

REGIONAL HIGHLIGHT

PERCENTAGE OF 2025 TARGET MET

141%



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.