

RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | EYRE PENINSULA

REGIONAL PRIORITY

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 domestic and international visitors. The region has approximately 100 State, National and Conservation Parks, ten State Marine Parks, and three Commonwealth Marine Reserves. A whole of tourism approach is needed across marketing, events, product development, council collaboration and investment. For more details refer to 2025 RVS at tourism.sa.gov.au



ATDW LEADS TO BUSINESSES

122,903

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

551K



NIGHTS

1.88M



OVERNIGHT

482K



NEW PRODUCTS/EXPERIENCES

5



NEW TOURISM SIGNS

40

EMPLOYMENT



2,000
DIRECT
JOBS

700
INDIRECT
JOBS

1 IN 13
JOBS SUPPORTED
BY TOURISM

600
TOURISM
BUSINESSES

2025 TARGET

2021 ACTUAL

\$397M

\$488M

SATC GREAT STATE VOUCHERS (1-6)



99

NUMBER OF TOURISM
BUSINESSES

1,568

NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



10

SUCCESSFUL
PROJECTS

\$1,235,610

FUNDING
AMOUNT

\$4,121,160

TOTAL PROJECT
VALUE

REGIONAL EVENTS



40+

NUMBER OF
EVENTS

6

FUNDED
EVENTS

\$68,000

SATC
FUNDING

ACCOMMODATION



22

NEW
ROOMS

41

REFURBISHED
ROOMS

2,371

TOTAL
ROOMS

74%**

OCCUPANCY

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2021, STR GLOBAL YEAR END DECEMBER 2021, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2021*, AUSTRALIAN BUREAU OF STATISTICS * DATA CAPTURED FOR YEAR END JUNE 2020. † EVENTS ON AVERAGE OVER 12 MONTH PERIOD ** ON AVERAGE



SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY