

# RVS PROGRESS SNAPSHOT

## 1 JAN-30 JUN 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](http://tourism.sa.gov.au)



ATDW LEADS TO BUSINESSES

**70,087**

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

**551K**



NIGHTS

**1.7M**



OVERNIGHT

**382K**



NEW PRODUCTS/EXPERIENCES

**2**



NEW TOURISM SIGNS

**26**

#### EMPLOYMENT



**2,000**  
DIRECT  
JOBS

**700**  
INDIRECT  
JOBS

**1 IN 13**  
JOBS SUPPORTED  
BY TOURISM

**600**  
TOURISM  
BUSINESSES

#### 2025 TARGET

#### 2021 ACTUAL

**\$397M**

**\$349M**

#### SATC GREAT STATE VOUCHERS (1-4)



**74**  
NUMBER OF TOURISM  
BUSINESSES

**1,708**  
NUMBER OF  
BOOKINGS

#### SATC TOURISM INDUSTRY DEVELOPMENT FUND



**7**  
SUCCESSFUL  
PROJECTS

**\$950,997**  
FUNDING  
AMOUNT

**\$3,172,443**  
TOTAL PROJECT  
VALUE

#### REGIONAL EVENTS



**17<sup>+</sup>**  
NUMBER OF  
EVENTS

**4**  
FUNDED  
EVENTS

**\$53,000**  
SATC  
FUNDING

#### ACCOMMODATION



**14**  
NEW  
ROOMS

**23**  
REFURBISHED  
ROOMS

**2,159**  
TOTAL  
ROOMS

**73%\*\***  
OCCUPANCY

SOURCES: NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA MARCH 2021, STR GLOBAL, AUSTRALIAN TOURISM DATA WAREHOUSE, AUSTRALIAN BUREAU OF STATISTICS \* DATA CAPTURED FOR 'VISITS', 'NIGHTS', AND 'EXPENDITURE' IS YOY MARCH 2020 / MARCH 2021 † EVENTS ON AVERAGE OVER 6 MONTH PERIOD\*\* ON AVERAGE



SOUTH AUSTRALIAN  
**REGIONAL**  
VISITOR STRATEGY