

FROM A SUMMER ESCAPE TO YEAR-ROUND DESTINATION



Port Vincent,
Yorke Peninsula

YORKE PENINSULA

Destination Management Plan 2026 — 2030

A shared five-year plan to grow high-quality, value-aligned tourism that benefits communities and protects coast and Country.

TOURISM AT A GLANCE

 1.345 million visitors in 2024	 \$358 million Visitor Expenditure to December 2024	 430 Tourism Businesses as of June 2024	 3.5 nights average length of stay	 25% of overnight domestic visitors visit in Dec-Jan
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WHY NOW?

The pressure

- Summer dominates visitation, stressing coastlines and communities.
- Too few year-round bookable experiences.
- Pressures on infrastructure and environment.

The opportunity

- Pristine coastlines, beaches and striking landscapes.
- National parks, heritage and culture ready to be experienced more deeply.
- Strong communities who care for places and want tourism done well.

HOW WE'LL DELIVER

Build year-round experiences

- High-quality bookable experiences that reflect the region's nature, culture and lifestyle.
- Create reasons to visit outside summer and stay longer.

Care for Country and coast

- Protect and restore natural and cultural assets through responsible, values-aligned tourism.
- Help visitors understand their role in caring for Country and community.

Tell one clear Yorke Peninsula story

- Authentic stories of people, place and culture beyond the beach.
- A cohesive regional narrative that lifts awareness year-round.

Lead together

- Strong collaboration to manage peak periods, climate risk and shared regional challenges.
- Strengthen coordination, data and advocacy to support better decisions.

The Big Moves

STATE CATALYST PROJECTS



Walk the Yorke

Turn the 500km iconic coastal trail into a bookable, supported, multi-day experience.



Dhilba Guuranda–Innes National Park

Deliver immersive, culturally respectful experiences year-round.



Australia Cornish Mining Sites World Heritage Bid (Moonta)

Position the Copper Coast as a global heritage destination.



Marna Banggara

Grow conservation-led wildlife and learning experiences unique to the Yorke Peninsula.

REGIONALLY SIGNIFICANT PROJECTS

- Visitor experience and off-peak event development.
- Responsible, net-zero and biodiversity-positive tourism practices.
- Improved visitor servicing, safety and dispersal.
- Proactive peak-season management and climate resilience.
- Stronger regional advocacy on infrastructure and service constraints.

ENABLING PROJECTS

State Catalyst and Regionally Significant projects are supported by enabling actions in:

- Industry capability.
- Investment attraction.
- Accommodation development.
- Marketing.
- Data and insights.
- Stakeholder, industry and community engagement.

WHAT SUCCESS LOOKS LIKE

Success is not just about more visitors, it is about better outcomes:

- Higher-value visitation, longer stays and increased off-peak visitation.
- Distinctive, values-aligned visitor experiences that reflect Yorke Peninsula's character.
- Protected and restored natural and cultural assets.
- Sustainable economic growth that supports local jobs and services.
- Stronger community resilience, pride and liveability.
- DMP project delivery in partnership with councils, industry, community, Traditional Custodians, and government.



To read the full plan,
scan the QR code or
visit tourism.sa.gov.au

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Government of South Australia
South Australian Tourism Commission