

FLEURIEU PENINSULA




RVS PROGRESS SNAPSHOT 1 JAN–31 DEC 2024

FLEURIEU PENINSULA PRIORITY


The Fleurieu Peninsula is focused on welcoming visitors all year round—and encouraging them to stay a little longer, spend a little more, and enjoy the good life at their own pace. Whether it's a spontaneous day trip or a planned escape, the goal is to turn more of those moments into meaningful overnight stays.

From clever events and experience development to better places to stay and smart marketing, the region is leaning into what makes it special—easy beauty, great food and wine, and a breezy coastal charm that's hard to resist.


You can read more in the 2025 RVS at tourism.sa.gov.au.



| DAY TRIPS | OVERNIGHT VISITORS | NIGHTS |
|---|--|--|
|  2.6M |  727k |  2.2M |

EXPERIENCE DEVELOPMENT PROGRAM

| |
|--|
|  10 ⁺ Businesses supported |
|--|

ATDW LEADS TO BUSINESSES

| |
|---|
|  373K ^{\$} Via southaustralia.com |
|---|

| CRUISE SHIP ARRIVALS | CAPACITY PASSENGERS & CREW |
|--|---|
|  52 [#] |  144,534 ^{**} |



2024 ACTUAL EXPENDITURE

\$519M*




📍 CHAPEL HILL, FLEURIEU PENINSULA


REGIONAL HIGHLIGHT



The Handpicked Festival made a triumphant return thanks to support from the Regional Event Fund, drawing over 8,000 happy festival-goers for a celebration of food, music and community spirit.

| 2025 TARGET | PERCENTAGE OF 2025 TARGET MET |
|--|---|
|  \$643M |  81% |

SATC EXPERIENCE NATURE TOURISM FUND

| | | |
|--|--------------------|-------------------------|
|  0 ⁺ Successful projects | \$0 Funding amount | \$0 Total project value |
|--|--------------------|-------------------------|


REGIONAL EVENTS

| | |
|---|----------------------|
|  518 [^] Number of events | 4 SATC funded events |
|---|----------------------|

ACCOMMODATION

| | |
|---|----------------------------|
|  2,840 Total rooms | 60% [‡] Occupancy |
|---|----------------------------|

EMPLOYMENT

| | |
|---|------------------------|
|  4,000 Direct jobs | 1,800 Indirect jobs |
| 1 IN 8 Jobs supported by tourism | 910 Tourism businesses |

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2024, STR GLOBAL YEAR END DECEMBER 2024, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2024, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2024. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. #ON AVERAGE. #CRUISE DAY TRIPS FROM ADELAIDE **CAPACITY NOT ACTUAL. ‡ESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.