

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | LIMESTONE COAST

LIMESTONE COAST PRIORITY

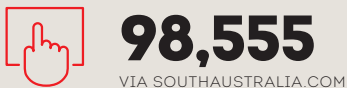
The priority for the Limestone Coast is to increase overnight visitor volumes from international and domestic markets and convert some existing day-trippers to linger longer and stay overnight. Being a predominantly self-drive visitor market, leveraging existing touring routes and promoting and developing hero tourism experiences and events that reflect the region's uniqueness is the key to success. For more details refer to the Regional Visitor Strategy (RVS) 2025 at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



EMPLOYMENT



2,000
DIRECT
JOBS

900
INDIRECT
JOBS

1 IN 14^o
DIRECT JOBS
SUPPORTED
BY TOURISM

800
TOURISM
BUSINESSES

2023 ACTUAL

\$520M^{*}

2025 TARGET



\$479M

PERCENTAGE OF 2025 TARGET MET



108%

SATC EXPERIENCE NATURE TOURISM FUND



2[†]
SUCCESSFUL
PROJECTS

\$70,000
FUNDING
AMOUNT

\$105,086
TOTAL PROJECT
VALUE

REGIONAL EVENTS



261[^]
NUMBER OF
EVENTS

3
SATC FUNDED
EVENTS

ACCOMMODATION



2,645
TOTAL ROOMS
ATDW LISTED

71%^o
OCCUPANCY
STR DATA

REGIONAL HIGHLIGHT



Limestone Coast was a top performing destination via SATC's social media channels in 2023. Regional content reached 7.9 million people, with 2 million video post plays on Instagram, and a Facebook post reach of 4.4 million people.

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 15 YOY DEC 2023. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^oEVENTS ON AVERAGE OVER 12 MONTH PERIOD. [^]ON AVERAGE.