

KANGAROO ISLAND


RVS PROGRESS SNAPSHOT1 JAN–31 DEC 2024

KANGAROO ISLAND PRIORITY


Kangaroo Island is a place of resilience—bouncing back with quiet strength after the devastating 2020 bushfires that touched more than 40% of the land. The focus now is on thoughtful regrowth, supporting a strong and sustainable tourism industry that honours what makes the Island so special.

As a well-loved destination, Kangaroo Island has always been about delivering memorable experiences, encouraging visitors to stay longer, explore further, and leave with a deeper connection. With visitation peaking in summer, there's a real opportunity to spark curiosity in the quieter months of May to August and keep the Island humming year-round.

You can dig deeper in the 2025 RVS at tourism.sa.gov.au.



DAY TRIPS	OVERNIGHT VISITORS	NIGHTS
 92k	 182k	 639k

EXPERIENCE DEVELOPMENT PROGRAM

 5 ⁺	Businesses supported
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ATDW LEADS TO BUSINESSES

 135K ^{\$}	Via southaustralia.com
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CRUISE SHIP ARRIVALS	CAPACITY PASSENGERS & CREW
 43	 100,207 ^{**}

SOUTH AUSTRALIA

SOUTH AUSTRALIAN REGIONAL VISITOR STRATEGY

2024 ACTUAL EXPENDITURE

\$197M*



WANDER ON KANGAROO ISLAND, KANGAROO ISLAND

REGIONAL HIGHLIGHT



Thanks to a boost from the Experience Nature Tourism Fund, Kangaroo Island Ocean Safari is now welcoming visitors through the cooler months, with new year-round marine wildlife experiences helping the business grow sustainably beyond the peak season.

2025 TARGET

PERCENTAGE OF 2025 TARGET MET



\$199M



99%

SATC EXPERIENCE NATURE TOURISM FUND



3⁺
Successful projects

\$143,000
Funding amount

\$285,920
Total project value

REGIONAL EVENTS



56[^]
Number of events

2
SATC funded events

ACCOMMODATION



870
Total rooms

60%[‡]
Occupancy

EMPLOYMENT



1,100
Direct jobs

500
Indirect jobs

1 IN 3
Jobs supported by tourism

110
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. **CAPACITY NOT ACTUAL. ‡ESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.