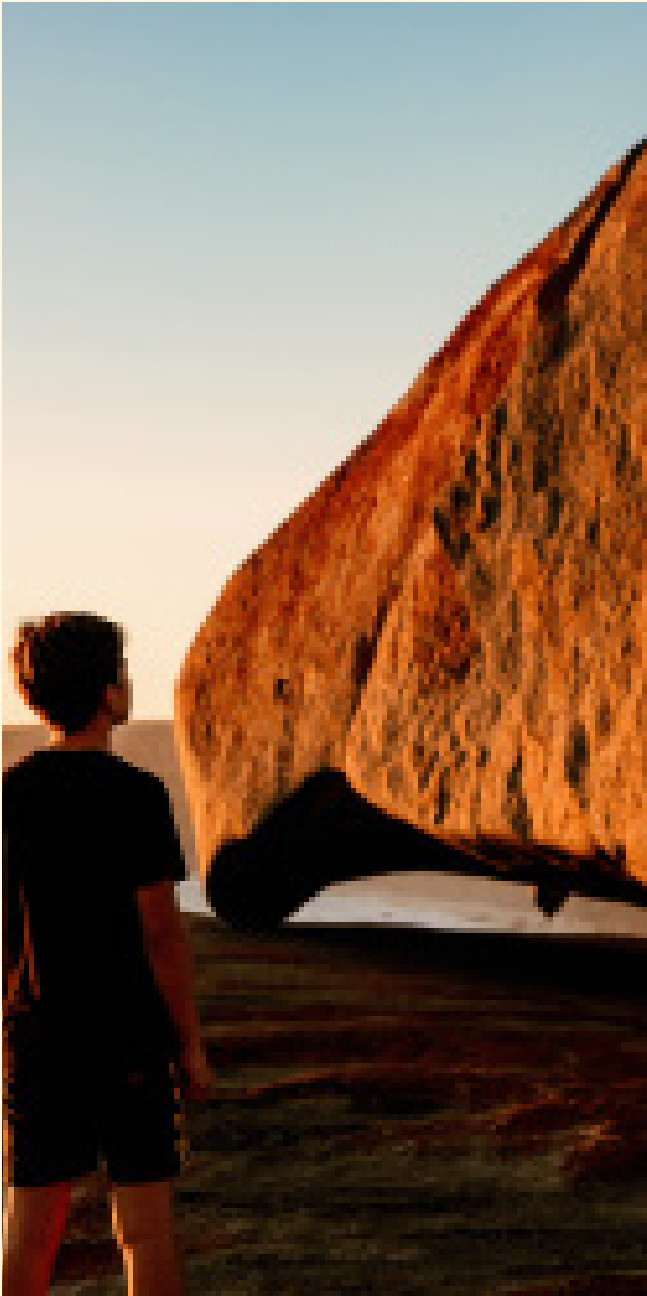




Remarkable Rocks,
Kangaroo Island

KANGAROO ISLAND

Destination Management Plan 2026 – 2030

A shared five-year plan to grow a high-value visitor economy that strengthens Island communities, regenerates nature, and protects the landscapes, wildlife and culture that make Kangaroo Island unique.

TOURISM AT A GLANCE

 274,000 visitors in 2024	 \$197 million Visitor Expenditure to December 2024	 1,000 Tourism Jobs as of June 2024	 3.5 nights average length of stay	 25% of all international visitor spend in regional South Australia
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WHY NOW?

The pressure

- Strong seasonal peaks place pressure on infrastructure, services and communities.
- Access costs limit competitiveness and accessibility.
- Environmental pressures and community concerns require careful destination stewardship.

The opportunity

- A globally recognised nature-based destination with exceptional wildlife, landscapes and conservation credentials.
- Strong potential to grow off-peak travel and immersive experiences.
- Opportunity to position Kangaroo Island as a leader in regenerative tourism and care for place.

HOW WE'LL DELIVER

Build distinctive visitor experiences

- More immersive nature-based, cultural and wildlife experiences that encourage longer stays.
- New accommodation and events that grow year-round demand.

Care for place

- Tourism that contributes to biodiversity protection and ecosystem restoration.
- Practical initiatives that reduce waste and improve visitor behaviour.

Share authentic Island stories

- Stronger storytelling that celebrates nature, wildlife, culture, food and Island life.
- Improved visitor servicing and destination marketing that drives demand year-round.

Lead together

- Better decisions informed by robust data and insights.
- Collaboration, advocacy and shared accountability to balance visitor, community and environmental outcomes.

Improve Island access

- Advocate for affordable and reliable ferry, aviation and transport services.
- Improve connectivity and visitor movement.

The Big Moves

STATE CATALYST PROJECTS



Seal Bay Conservation Park

Revitalise one of Australia's most significant wildlife experiences while supporting conservation outcomes.



Dudley Trail

Create a signature multi-day coastal walking experience.



Love Kangaroo Island

Position Kangaroo Island as a global leader in regenerative tourism.



TOMM – Strategic Island Insights

Strengthen Kangaroo Island's world-leading tourism monitoring framework.

REGIONALLY SIGNIFICANT PROJECTS

- Visitor experience development.
- Contemporary accommodation.
- Off-peak events attraction.
- Kingscote and Penneshaw placemaking.
- Circular economy and waste reduction initiatives.
- Climate risk and crisis management.
- Ferry, aviation and transport advocacy.

ENABLING PROJECTS

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

- Industry innovation and capability.
- Destination marketing.
- Visitor servicing and storytelling.
- Cruise management.
- Community, industry and stakeholder engagement.
- Regional advocacy and planning support.

WHAT SUCCESS LOOKS LIKE

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

- Higher visitor yield, longer stays and stronger year-round demand.
- A thriving visitor economy that supports local jobs and businesses.
- Protected wildlife, landscapes and cultural heritage.

- Communities that feel informed, involved and positive about tourism.
- Kangaroo Island recognised as a global leader in regenerative destination stewardship.
- DMP project delivery in partnership with community, industry, Traditional Custodians and government.



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

**SOUTH
AUSTRALIA**



Government of South Australia
South Australian Tourism Commission