

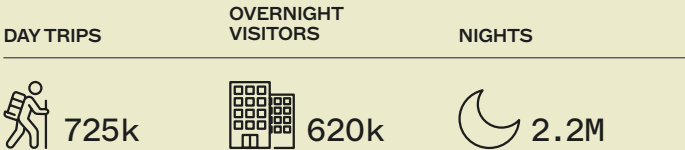
YORKE PENINSULA

RVS PROGRESS SNAPSHOT 1 JAN–31 DEC 2024

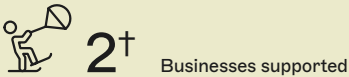
YORKE PENINSULA PRIORITY

Yorke Peninsula’s focus is on boosting visitor spend and encouraging travel beyond the usual spots, particularly from intrastate and interstate self-drive markets. To do this, the region will highlight its laid-back coastal lifestyle, wildlife, and natural beauty by developing new experiences and promoting the ones that already show what makes the Peninsula so special.

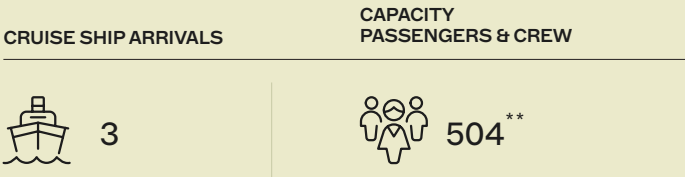
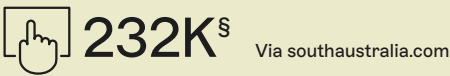
For more details, check out the 2025 RVS at tourism.sa.gov.au.



EXPERIENCE DEVELOPMENT PROGRAM



ATDW LEADS TO BUSINESSES




2024 ACTUAL EXPENDITURE

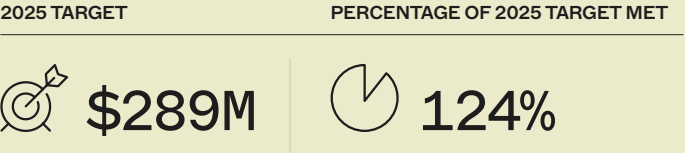
\$358M^{*}



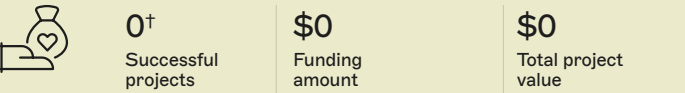
REGIONAL HIGHLIGHT



The Yorke Peninsula’s Saltwater Classic sailed back into action in 2024, bringing beautifully restored wooden boats and a warm celebration of the region’s rich maritime spirit. It was a heartfelt nod to heritage with plenty of coastal charm.



SATC EXPERIENCE NATURE TOURISM FUND



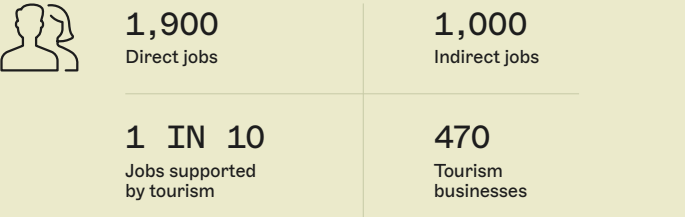
REGIONAL EVENTS



ACCOMMODATION



EMPLOYMENT



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.