

RVS PROGRESS SNAPSHOT

1 JAN-31 DEC 2024

EYRE PENINSULA PRIORITY

The Eyre Peninsula is all about wild beauty, close-up encounters with nature, and a laid-back coastal way of life. There's a big opportunity to turn that into more overnight stays—from curious locals to international adventurers—by making it even easier to explore, stay, and connect with this incredible place.

With over 100 conservation parks on land and at sea—including state and national parks, marine parks and reserves—the region is brimming with nature worth protecting and sharing. Realising its full potential calls for a joined-up approach across marketing, events, product development, local councils and investment.

For the full story, head to the 2025 RVS at tourism.sa.gov.au.

DAYTRIPS	OVERNIGHT VISITORS	NIGHTS
🕅 401k	3455k	(J.7M

EXPERIENCE DEVELOPMENT PROGRAM

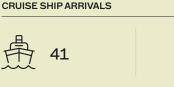


ATDW LEADS TO BUSINESSES



Via southaustralia.com

CAPACITY



PASSENGERS & CREW

56,784

SOUTH AUSTRALIA*

2024 ACTUAL EXPENDITURE





REGIONAL HIGHLIGHT



With support from the Experience Nature Tourism Fund, Fowlers Bay Conservation Park now offers guided tag-along tours giving visitors an insider-led way to wander its sweeping coastlines and discover local wildlife with ease.

2025 TARGET

PERCENTAGE OF 2025 TARGET MET



SATCEXPE	RIENCE NATURE T	OURISMIFUNI	,		
- Contraction Cont	2 [†] Successful projects	\$92,79 Funding amount	8	\$128,766 Total project value	
REGIONAL EVENTS					
99	64 [^] Number of events		3 SATC fu	3 SATC funded events	
ACCOMMODATION					
	2,807 Total rooms		53% ¤ Occupancy		
EMPLOYME	INT				
R	2,100 Direct jobs		1,000 Indirect jobs		
	1 IN 15 Jobs supported by tourism		610 Tourism busines		

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. '*COAPACITY NOT ACTUAL.'ESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.