

EYRE PENINSULA




RVS PROGRESS SNAPSHOT1 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.



DAY TRIPS	OVERNIGHT VISITORS	NIGHTS
 401k	 455k	 1.7M

EXPERIENCE DEVELOPMENT PROGRAM

 2 ⁺	Businesses supported
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ATDW LEADS TO BUSINESSES

 231K ^{\$}	Via southaustralia.com
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CRUISE SHIP ARRIVALS	CAPACITY PASSENGERS & CREW
 41	 56,784 ^{**}

SOUTH AUSTRALIA

SOUTH AUSTRALIAN REGIONAL VISITOR STRATEGY

2024 ACTUAL EXPENDITURE

\$455M*



ECO EYRE, EYRE PENINSULA


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


 \$397M

 115%


SATC EXPERIENCE NATURE TOURISM FUND

 2 ⁺	\$92,798	\$128,766
Successful projects	Funding amount	Total project value


REGIONAL EVENTS

 64 [^]	3
Number of events	SATC funded events

ACCOMMODATION

 2,807	53% [‡]
Total rooms	Occupancy

EMPLOYMENT

 2,100	1,000
Direct jobs	Indirect jobs
1 IN 15	610
Jobs supported by tourism	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.