

RVS PROGRESS SNAPSHOT 1 JAN- 30 JUN 2021 FLEURIEU PENINSULA

REGIONAL PRIORITY

The key priorities for the Fleurieu Peninsula are to encourage year-round visitation and drive visitor yield. The aim is to grow spend from day-trippers and local residents, as well as convert some day trips into overnight stays. Levers include events, accommodation improvement, experience development and marketing. For more details refer to 2025 RVS at tourism.sa.gov.au



ATDW LEADS TO BUSINESSES

205,670

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

2.48M



NIGHTS

2.5M



OVERNIGHT

909K



NEW PRODUCTS/EXPERIENCES

15



NEW TOURISM SIGNS

28

EMPLOYMENT



3,700
DIRECT
JOBS

1,200
INDIRECT
JOBS

1 IN 7
JOBS SUPPORTED
BY TOURISM

800
TOURISM
BUSINESSES

2025 TARGET

2021 ACTUAL

\$643M

\$545M

SATC GREAT STATE VOUCHERS (1-4)



114

NUMBER OF TOURISM
BUSINESSES

12,071

NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



7
SUCCESSFUL
PROJECTS

\$1,335,499
FUNDING
AMOUNT

\$4,452,612
TOTAL PROJECT
VALUE

REGIONAL EVENTS



36⁺
NUMBER OF
EVENTS

3
EVENTS
CANCELLED

NO FUNDING
SATC
FUNDING

ACCOMMODATION



12
NEW
ROOMS

1
REFURBISHED
ROOMS

2,777
TOTAL
ROOMS

61%**
OCCUPANCY

SOURCES: NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA MARCH 2021, STR GLOBAL, AUSTRALIAN TOURISM DATA WAREHOUSE, AUSTRALIAN BUREAU OF STATISTICS * DATA CAPTURED FOR 'VISITS', 'NIGHTS', AND 'EXPENDITURE' IS YOY MARCH 2020 / MARCH 2021 † EVENTS ON AVERAGE OVER 6 MONTH PERIOD** ON AVERAGE



SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY