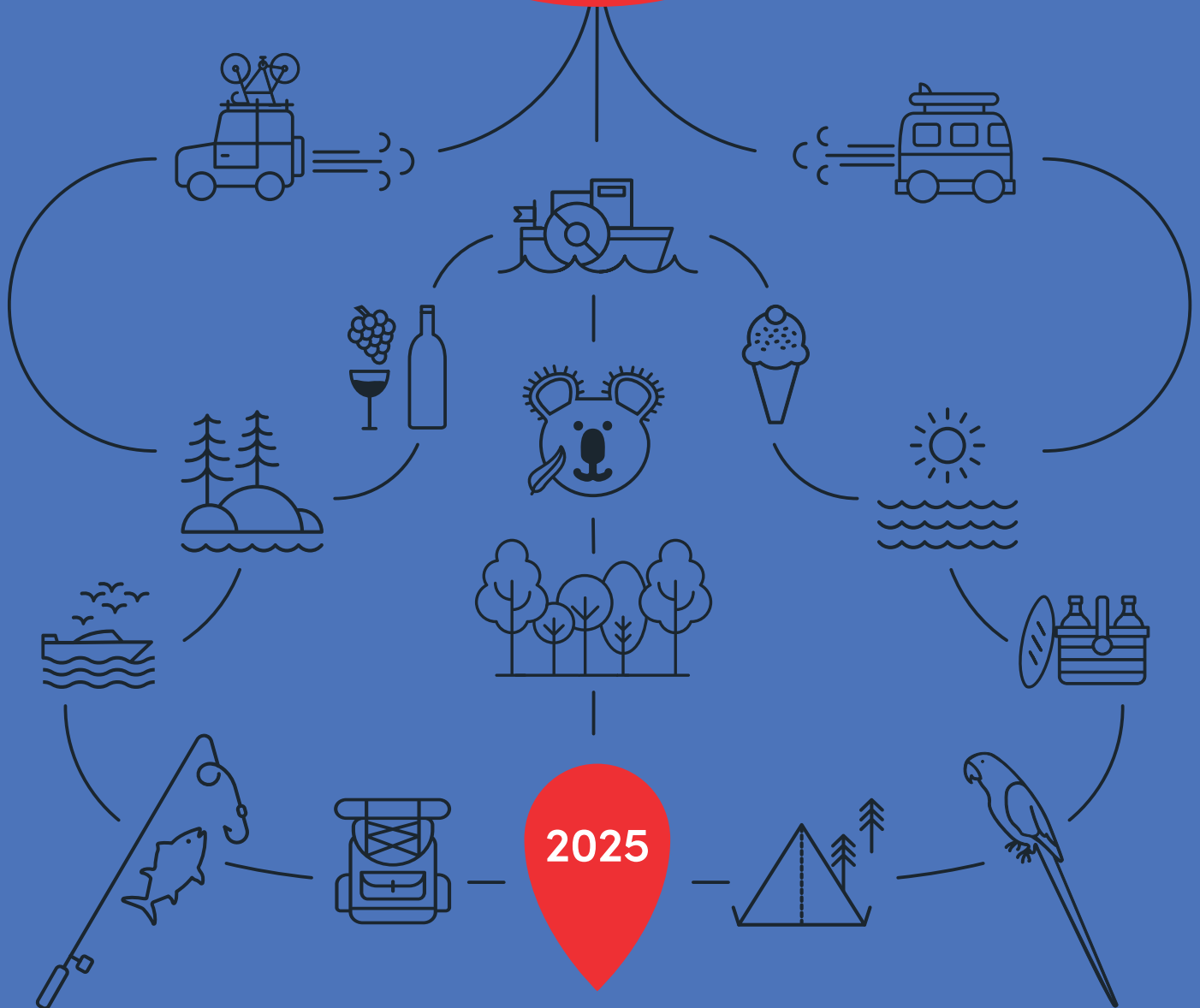


**SOUTH  
AUSTRALIAN**

**REGIONAL**

**VISITOR  
STRATEGY**



**Realising the potential of the  
regional visitor economy by 2025**










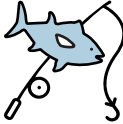


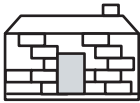




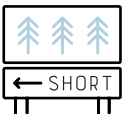





## **ACKNOWLEDGEMENT OF COUNTRY**

**South Australia's Regional Tourism Organisation's, the South Australian Tourism Commission, and their collective stakeholders acknowledge Aboriginal people as the First People and Nations of the lands and waters we live and work upon.**

**We pay our respects to their Elders past, present and emerging. We acknowledge and respect the deep spiritual connection and relationship Aboriginal and Torres Strait Islander people have to Country.**

# Regional response priorities

Each region has a selection of experiences which reflect the strengths and priorities of that region.

				
Aquatic adventures	Beach / coastal	Camping	Caravanning	Cycling
				
Domestic visitors	Family	Fishing	Food, wine and beverages	Hiking
				
Historic	International visitors	Aboriginal experiences	Local produce	Nature / wildlife
				
Short drive (close to Adelaide)	Long drive (touring route)	Regional airport	Regional transport	Water experiences
				Wellness



# Fleurieu Peninsula



## VISITOR SPEND

\$493 million

## EMPLOYMENT IN REGION

3300 direct + 1300 indirect

4600 jobs

1 in 8 jobs supported by the tourism industry

## POTENTIAL



## VISITORS

	VISITS	EXPENDITURE
Day trips	2,912,000	\$230m
Overnight	772,000	\$263m
OVERNIGHT SPLIT		
International	27,000	\$13m
Interstate	139,000	\$73m
Intrastate	06,000	\$177m

## OCCUPANCY AND RATES

	FLEURIEU PENINSULA	REGIONAL AVERAGE
Occupancy	50%	51%
RevPAR (average yield of a hotel room)	\$65	\$76

**836 tourism businesses**  
743 businesses listed on Australian Tourism Data Warehouse (ATDW)

Sources: International Visitor Survey, National Visitor Survey, Tourism Research Australia December 2019, STR Global, Australian Tourism Data Warehouse, Australian Bureau of Statistics, Regional Tourism Satellite Accounts 2018-19

## Fleurieu Peninsula priorities

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 improvements, experience development and marketing.

### Marketing

- Make the region known as a place for outstanding food and drink, adventure, arts, culture, wellness and nature and water-based experiences.
- Build awareness of the Fleurieu Peninsula's all-year, all-week visitor appeal based on its climate and proximity to Adelaide.
- Develop stakeholder marketing collaborations with a focus on digital.
- Generate increased spend from the region's large day-tripper, local residents, holiday home users and visiting friends and relatives' markets.
- Explore ways to attract new market segments and adapt to changing visitor needs from existing markets.
- Align the region's marketing activities with those of the South Australian Tourism Commission and Tourism Australia.

### Experience and supply development

- Enhance existing experiences with a focus on food and drink, adventure, nature and wildlife, arts and culture, wellness, coastal and aquatic themes.
- Support operators to form partnerships and package their experiences and become online bookable and commissionable.
- Develop new and existing Aboriginal experiences.
- Support tourism developments which match the aspirations of their communities.
- Encourage a diverse range of enhanced accommodation including 71 new rooms and 47 room upgrades.
- Develop appealing nature-based walking and cycling trail infrastructure.
- Strengthen the region's retail experience with a focus on creating vibrant main street precincts to enhance the visitor experience.



Victor Harbor is home to the horse-drawn tram across a 630m causeway to Granite Island.





## Collaboration

- Foster collaboration between councils and other stakeholders to strengthen the region's coastal areas for business development and improved visitor experience.
- Encourage closer interaction between experience and accommodation providers to increase visitor length of stay.
- Strengthen collaboration between industry associations and other stakeholders across marketing, development and building industry capability.
- Collaborate with other regions and experiences along established touring routes (Epicurean Way, Southern Ocean Drive and Mighty Murray Way) to strengthen the regions' appeal to the growing drive tourism market.
- Build on the collaboration between Fleurieu Peninsula Tourism and the region's Visitor Information Centres to cross-sell the region, increase visitor spend and support local businesses.

## Industry capability

- Grow industry capability in digital marketing and general business skills.
- Improve customer service standards at all points along the visitor journey with a focus on hospitality and retail.
- Mentor and support operators to increase market share in international markets when possible and meet the needs of new residents from those markets.
- Promote better links between tourism businesses and regional suppliers.

## Leisure and business events

- Address the challenges related to sustaining existing and developing new events.
- Seek ways to improve a balance of the region's rich but fragmented events calendar.
- Support events which foster discovery, repeat visitation, or overnight stays and showcase the region's unique offerings.
- Leverage the region's proximity to major events taking place in Adelaide for additional visitation.



McLaren Vale is known as a leader in sustainability best practice for grape growers and winemakers.

### PARTNERS



The key stakeholders are Fleurieu Peninsula Tourism and its member councils: Alexandrina Council, City of Onkaparinga, City of Victor Harbor and District Council of Yankalilla, Regional Development Australia Adelaide Hills, Fleurieu and Kangaroo Island and South Australian Tourism Commission.



**LET'S BUILD A GREAT  
FUTURE TOGETHER**

