

RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | KANGAROO ISLAND

REGIONAL PRIORITY

After the devastating summer 2020 bushfires in which more than 40% of Kangaroo Island was impacted, the Island was impacted, the Island's priority is industry resilience and regrowth. As an established visitor region, the focus for Kangaroo Island has always been about exceeding on visitor expectations, growing visitor yield, dispersal and managing the sustainable development of tourism on the Island. With highly seasonal visitation, encouraging visitation in the quieter months of May to August continues to be a priority. For more details refer to 2025 RVS at tourism.sa.gov.au



ATDW LEADS TO BUSINESSES

125,729

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

97K



NIGHTS

829K



OVERNIGHT

189K



NEW PRODUCTS/EXPERIENCES

11



NEW TOURISM SIGNS

52

EMPLOYMENT



1,100
DIRECT
JOBS

300
INDIRECT
JOBS

1 IN 2
JOBS SUPPORTED
BY TOURISM

100
TOURISM
BUSINESSES

2025 TARGET

\$199M

2021 ACTUAL

\$239M

SATC GREAT STATE VOUCHERS (1-6)



52

NUMBER OF TOURISM
BUSINESSES

704

NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



13

SUCCESSFUL
PROJECTS

\$2,330,003

FUNDING
AMOUNT

\$9,162,495

TOTAL PROJECT
VALUE

REGIONAL EVENTS



14⁺

NUMBER OF
EVENTS

2

FUNDED
EVENTS

\$20,000

SATC
FUNDING

ACCOMMODATION



30

NEW
ROOMS

19

REFURBISHED
ROOMS

827

TOTAL
ROOMS

54%**

OCCUPANCY

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2021, STR GLOBAL YEAR END DECEMBER 2021, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2021*, AUSTRALIAN BUREAU OF STATISTICS * DATA CAPTURED FOR YEAR END JUNE 2020. † EVENTS ON AVERAGE OVER 12 MONTH PERIOD ** ON AVERAGE



SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY