

# RVS PROGRESS SNAPSHOT

## 1 JAN- 30 JUN 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](http://tourism.sa.gov.au)



ATDW LEADS TO BUSINESSES

**70,907**

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

**105K**



NIGHTS

**692K**



OVERNIGHT

**154K**



NEW PRODUCTS/EXPERIENCES

**5**



NEW TOURISM SIGNS

**25**

#### EMPLOYMENT



**1,100**  
DIRECT  
JOBS

**300**  
INDIRECT  
JOBS

**1 IN 2**  
JOBS SUPPORTED  
BY TOURISM

**100**  
TOURISM  
BUSINESSES

#### 2025 TARGET

**\$199M**

#### 2021 ACTUAL

**\$179M**

#### SATC GREAT STATE VOUCHERS (1-4)



**34**

NUMBER OF TOURISM  
BUSINESSES

**740**

NUMBER OF  
BOOKINGS

#### SATC TOURISM INDUSTRY DEVELOPMENT FUND



**6**

SUCCESSFUL  
PROJECTS

**\$719,652**

FUNDING  
AMOUNT

**\$3,732,209**

TOTAL PROJECT  
VALUE

#### REGIONAL EVENTS



**8<sup>†</sup>**

NUMBER OF  
EVENTS

**2**

FUNDED  
EVENTS

**\$20,000**

SATC  
FUNDING

#### ACCOMMODATION



**2**

NEW  
ROOMS

**17**

REFURBISHED  
ROOMS

**888**

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