

Eyes on Eyre online bookings a great success

The Eyes on Eyre online booking project has proved a huge success, with over 2,500 bookings made since 1 January 2022.

Nineteen campgrounds are now included on the platform, at twelve different locations from Point Gibbon to Walker's Rock.

Bookings are being made months in advance, particularly for popular weekends and the summer period.

The aim of the Eyes on Eyre project is to facilitate the sustainable management of tourism on the Eyre Peninsula, by limiting the number of visitors using council-run campgrounds and creating a better controlled visitor experience

Regional Development Australia Tourism Development Manager Annabelle Hender said the number of forward bookings is a testament to how the online booking system is helping manage visitor numbers and to disperse travellers.

"The number of sites at campgrounds are now limited to ensure the impact of visitors is not more than is sustainable.

"Prior to the online booking system capping the number of guests and understanding future demand for specific locations was impossible and that had a serious impact over the previous few summer seasons.

"At the campgrounds now listed on the booking platform, the numbers of campers can be better managed as we head into the busiest part of the year in terms of tourism, creating a more positive outcome for visitors, the community and the environment."

The Eyes on Eyre project was provided with \$500,000 of grant funding from the National Parks and Wildlife Service under the Parks 2025 initiative, with money awarded to three councils for the development of campground infrastructure and online bookings.

The new infrastructure includes signage and the development (where possible) of delineated campsites, rather than unallocated camping across an area, which will also help facilitate the more sustainable management of visitors.

An additional \$710,000 in funding was obtained by Landscapes SA from the Landscape Priorities Fund which will aid further conservation of campgrounds across the region. More info here: <https://www.landscape.sa.gov.au/ep/news/141122-eyes-on-camping-beaches>

Visitors to the region this summer are asked to respect the region's environment and camp responsibly. More information on how to travel responsibly can be found at:

<https://www.eyrepeninsula.com/responsible-travel>

Campground bookings can be made online at www.eyrepeninsula.com/camping

About Eyes on Eyre:

Eyes on Eyre is a mechanism to facilitate a consistent and collaborative approach to tourism on the Eyre Peninsula. The Eyes on Eyre Working Group is a joint initiative of Regional Development Australia Eyre Peninsula (RDAEP), the Eyre Peninsula Local Government Association (EPLGA), Eyre Peninsula Landscape Board (EPLB), the Department for Environment and Water (DEW), and the Department of Primary Industries and Regions South Australia (PIRSA). Its vision is "to enhance the Eyre Peninsula as a distinctive, cultural

and remarkable world-class destination, underpinned by the character of its local communities and coupled with the conservation and protection of its pristine environment.”

About Regional Development Australia Eyre Peninsula:

Regional Development Australia (RDA) is an Australian Government initiative established to encourage partnership between all levels of government and industry to enhance the growth and development of Australia’s regional communities.

Regional Development Australia Eyre Peninsula is the peak body driving the expansion and growth of economic activity across Eyre Peninsula.

Regional Development Australia Eyre Peninsula (RDAEP) is the Regional Tourism Organisation (RTO), for the Eyre Peninsula. The role of RDAEP and tourism is determined via an agreement with the South Australian Tourism Commission and supported by three tiers of government. As the regional conduit for tourism, RDAEP works closely with national, state, and local tourism bodies in addition to businesses and stakeholders to achieve its vision ‘to facilitate sustainable development of the Eyre Peninsula visitor economy’.

