

# EYRE PENINSULA DESTINATION MANAGEMENT PLAN 2025

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# ACKNOWLEDGEMENT OF COUNTRY

The lands and waters of the Eyre Peninsula are central to the culture and beliefs of our First Nations people, who have occupied, enjoyed, utilised, and managed the area for thousands of years.

The Eyre Peninsula tourism industry acknowledges our First Nations people as the traditional owners, and we respect their spiritual relationship with Country.

We pay our respects to Elders past, present and emerging. We honour their stories, songs, art and culture and their aspirations for the future of all people and these lands



*“A well-designed and managed tourism sector can generate trade opportunities, create an avenue for cultural exchange and understanding, empower communities and preserve the natural and cultural heritage assets upon which they depend.”*



Version 2, Adapted September 2023

Author: Regional Development Australia Eyre Peninsula

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## 1.0 Introduction

The Eyre Peninsula (EP) generated \$503m in visitor expenditure in 2022 (an increase of 3% on 2021), making it the third highest regional tourism economy in South Australia (SA), after the Fleurieu Peninsula and Flinders Ranges and Outback. Having already surpassed the 2030 target of \$500million, tourism is regarded as a valuable industry, owing to its capacity to provide employment and sustain communities across the EP.<sup>1</sup>

The region's tourism industry supports over 600 tourism businesses and in 2022 employed 4,000 people through direct and indirect jobs (an increase of 48% from 2021). While recent years have seen significant challenges and disruption to the tourism sector, it also presented opportunities to improve the visitor experience through increased investment, development of new products, and a renewed focus on sustainability.

The South Australian Regional Visitor Strategy 2025 (SA RVS)<sup>2</sup> identifies the opportunity for the Eyre Peninsula "to capitalise on its strengths, including pristine nature, immersive wildlife experiences and coastal lifestyle – to drive increased overnight stays from domestic and future international visitors. A whole of tourism approach is needed across marketing, events, product development, council collaboration and investment."

The purpose of a Destination Management Plan (DMP) is to articulate the strategic priorities to develop, promote and manage the tourism sector in line with the destinations needs and aspirations. Through identification of stakeholders and identification of clear actions a plan is necessary to coordinate effective use of resources. In the absence of an existing DMP the first iteration was developed in 2021, adopting the EP priorities outlined in the SA RVS.

In 2022 The Tourism Collective were engaged to develop a Marketing Strategy, with the aim of filling strategic gaps. The project included extensive desktop analysis, and consultation with key tourism stakeholders across community, industry, business, and government. The resulting insights are incorporated into this DMP review (V2), and revised action plan (Page 36). The refined action plan responds to the changing operating environment, incorporates new data and insights, progresses best practice management of the tourism sector and ensures alignment with the values and needs of community, industry, and stakeholders.

Future planning will be undertaken according to the timelines in Table 1 and where possible aligned with State and local planning schedules. Opportunities will be explored with the South Australian Tourism Commission (SATC) for collaborative development of future DMP's ensuring strong strategic alignment between the State and Eyre Peninsula and shared ownership of its implementation.

**Table 1 Regional Tourism Plan – Timeline**

EP Regional Tourism Plans	Timeline
EP Destination Management Plan (DMP) 2025	V1 – Completed September 2021 V2 – Review Completed June 2023 End of Term review July 2025
EP Destination Marketing Plan	Completed 2022 and incorporated in the DMP
EP Destination Management Plan 2030	August to December 2025
Far West Aboriginal Tourism Strategy	V1 – Completed 2017 V2 – Review Completed August 2023

<sup>1</sup> SATC Regional Visitor Profile's YE2022

<sup>2</sup> SATC Regional Visitor Strategy 2025

## 2.0 Background

### 2.1 Regional Governance

Destination Marketing Organisations (DMO'S) exists at varying geographical levels; from national, state, regional and local and undertake the role of tourism marketing. On the EP RDAEP acts as the RTO appointed via a local contact agreement with SATC. (Figure 1).

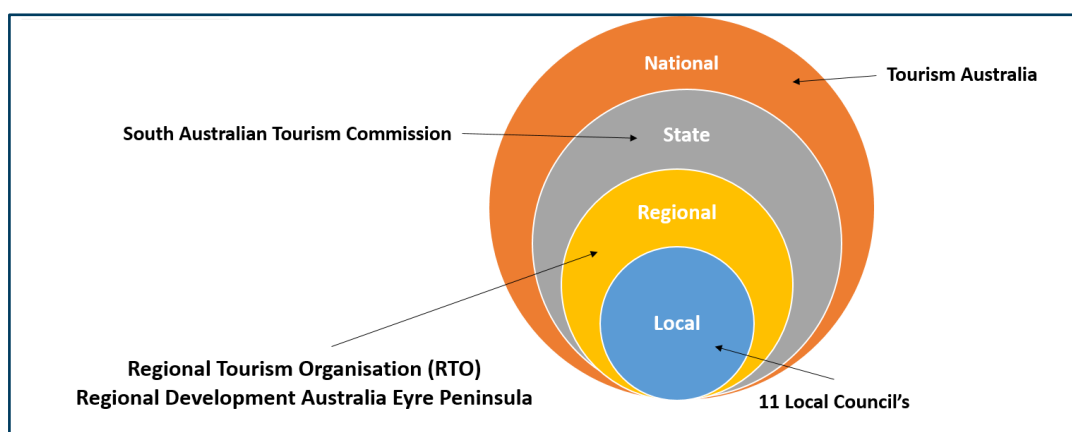
RDAEP is part of a national network of 52 regional development agencies which were established by the federal government in 2010. RDAEP is an incorporated association operating as an independent autonomous body. The board is uniquely placed to facilitate strategic economic and regional development initiatives across the EP.

As the regional conduit for tourism, RDAEP's Tourism Development Manager (TDM) leads the regional tourism strategy, working closely with national, state, local tourism bodies, businesses, and stakeholders to deliver regional priorities. Aligning with the SA RVS<sup>3</sup>, the DMP outlines the strategy, activity, and stakeholder framework necessary to realise the tourism aspirations of the EP.

The role of the TDM includes:

- Local contact officer for SATC.
- Drive the strategy for sustainable development of the visitor economy.
- Regional destination marketing
- Experience and supply development
- Collaboration
- Industry capability
- Leisure and business events
- Promote the value of tourism.
- Executive Officer for Eyes on Eyre

**Figure 1 Destination Marketing Organisations (DMO)**



<sup>3</sup> SATC, Regional Visitor Strategy 2021



## 2.2 South Australian Regional Tourism Chairs Forum

The South Australian Regional Chairs Forum (SARCF) facilitates the collaboration of learning and strategies which deliver economic growth and decrease barriers to business in South Australia's regional visitor economy. The forum is comprised of persons who perform the role (elected or appointed) of Regional Tourism Chairs in South Australia. The role of Regional Chair for the EP is currently fulfilled by the RDAEP CEO.

The purpose of the Chairs Forum is to:

- Provide strategic value to the regional chairs and their boards.
- Share the strategic knowledge of regional stakeholders and subject matter experts on tourism and business development.
- Identify, support and drive strategies which enhance business growth opportunity in regional South Australia.
- Link regions through networks and strategies which foster cross-regional development.
- Maximise research and evidence approaches to lobby and leverage development support and collaboration from private and Government sector stakeholders and agencies.
- Prioritise its resource and influence to address opportunities that are common to most, if not all regions.
- Prioritise its resource, support and influence to address barriers which limit the growth of the visitor economy in one or multiple regions.
- Identify and agree appropriate courses of action to facilitate strategies.
- Develop and present a consolidated position for the regional visitor economy.
- Act as an independent body focused on the development of the State's regional visitor economy.
- Engage with the Government of the day to leverage resourcing and agency collaboration which drives growth in regional South Australia, to the benefit of both parties.

## 2.3 Regional Tourism Funding

RDAEP receives funding from three government levels. The TDM role, hosted by RDAEP, is partially funded via a local contact agreement with SATC. Presently, 11 out of 11 councils have funding agreements with RDAEP with 20% of council funding leveraged to facilitate a full-time regional tourism resource.

Project funding has historically been supported by councils including the Regional Brand Project in FY22/23 (funded by all 11 councils) and Brand Implementation in FY23/24 (confirmed funding by 10 of 11 councils). Additionally, a marketing contribution is provided by SATC each year to support regional marketing activity ranging from \$45k in 2022; to \$10k in 2023. RDAEP can also apply for relevant grants where eligible, to support tourism initiatives. e.g., in 2022 RDAEP successfully obtained a \$500k to facilitate the Eyes on Eyre camping project.

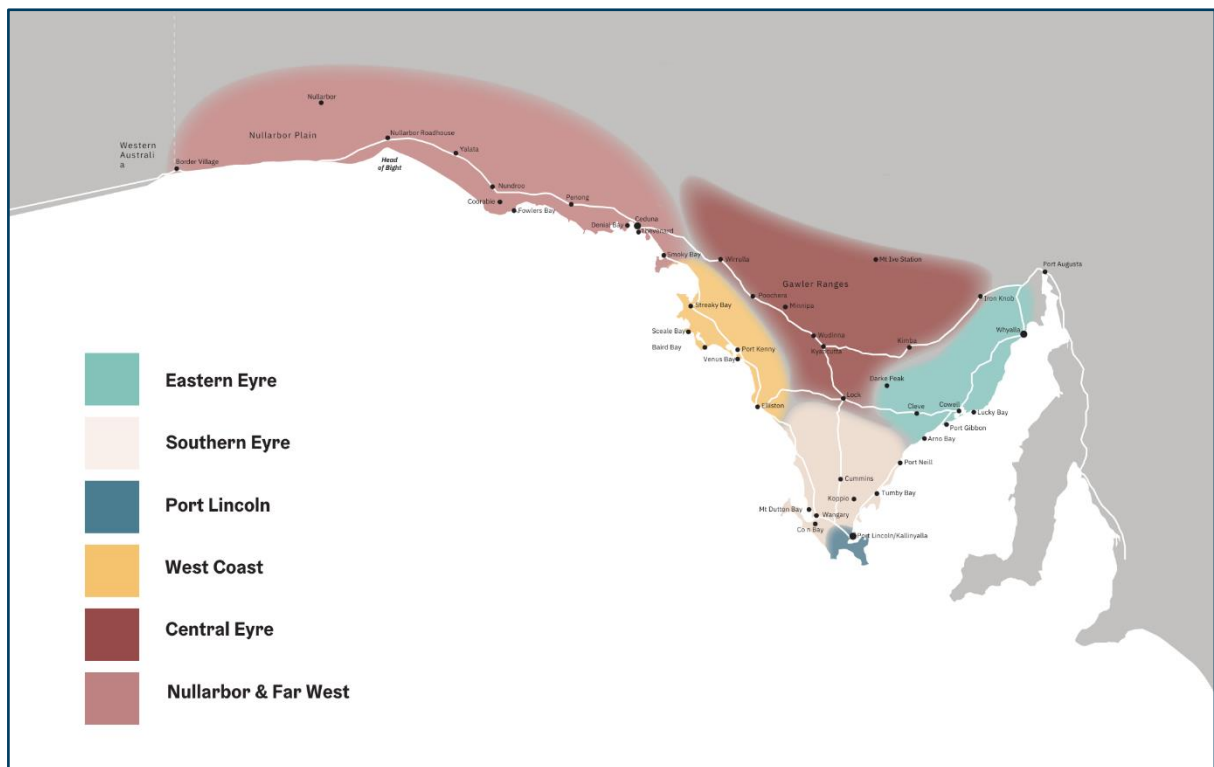
## 2.4 Geographic Context

The EP encompasses 234,937km<sup>2</sup> of land in the far west of SA comprising 25% SA's land area, and 50% of the state's coastline. The region has a population of 58,872 people (3.5% of the State), of which 6.7% identify as Aboriginal, compared to 2.41% of SA.

From a consumer marketing perspective, the EP is defined by six geographic profiles (Figure 2) which fall within the council boundaries of 11 Local Government Authorities (LGA) and the Outback Communities Authority. The region has over 100 state, national and conservation parks, ten state

marine parks, and three commonwealth marine reserves. Indigenous representation across the region includes five Aboriginal groups: Barngarla, Nauo, Mirning, Wirangu and Kokatha.

**Figure 2 Eyre Peninsula Geographical Context**



Source: HWR Media



## 3.0 Strategic Approach

Vision: To facilitate sustainable development of the visitor economy

### 3.1 Guiding Principles

- Adopt a sustainable mindset across all tourism planning and management.
- Attract the region's ideal target visitors.
- Drive balanced demand (seasonal and regional).
- Provide visitors with a quality and safe experience.
- Strengthen the region's competitive advantage.
- Provide equitable opportunities for participation in tourism.
- Use data and insights to inform action.

### 3.2 A Sustainable Mindset

Tourism is a major contributor to the global economy, its responsible for 10% of employment globally, and accounts for one in every five new jobs created<sup>4</sup>. Tourism employs one in 10 people on the EP and is a target industry to create economic diversity and resilience, underscoring the need to develop tourism with a long-term sustainable mindset.

#### 3.2.1 Sustainable Development Goals

In response to worldwide geopolitical and environmental challenges the United Nations Sustainable Development Goals (SDG's) present a blueprint for the planet to achieve peace and prosperity for people and the planet now and in the future".<sup>5</sup> Tourism is recognised as a cross-cutting sector across all 17 goals, and is specifically referenced in the targets of goals eight, 12 and 14 (Figure 3). 178 UN member countries, both developed and developing, pledged commitment to a global partnership to progress the SDG's, to create a sustainable future for all. Management of tourism on the EP will be underpinned with these goals in mind, ensuring tourism has a positive impact.

Figure 3 UN Sustainable Development Goals



Source: United Nations

<sup>4</sup> World Travel and Tourism Council: <https://wtcc.org/research/economic-impact>

<sup>5</sup> United Nations: <https://sdgs.un.org/goals>

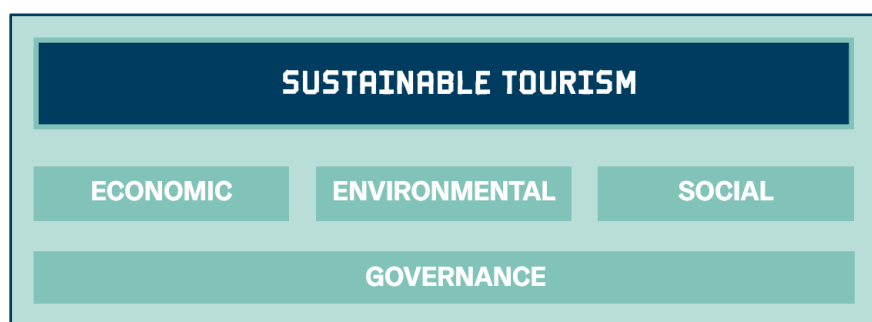
### 3.2.2 Sustainable Tourism Framework

Increasingly travellers are conscious of ensuring they have a positive impact on destinations they visit. According to Booking.com<sup>6</sup> 70% of travellers indicated they would make an effort to travel more sustainably over the next 12 months (up 10% from the previous year). The EP's purpose for tourism ascertained via community consultation is 'preservation and sustainability', which identifies the strong values of the community regarding sustainability. Given the demand for sustainable tourism, and the values of the community, there is an opportunity to identify and attract visitors to the region, who are best suited to the experience, and can contribute positively.

**Purpose:** *"To responsibly share our ancient and unique landscapes, wildlife and history with people who will connect with our region on a deeper level – just as we do. They'll explore it gently; respect it greatly and become fellow, proud custodians of it, ensuring preservation of our land, waters and wildlife and sustainable prosperity for our communities; our children and theirs."*

Adopting a sustainable mindset across all tourism planning and management is one of the guiding principles of the EP. The model of sustainable tourism that is widely accepted incorporates the 'Triple Bottom Line' which includes Economic, Environmental and Social factors. However, a fourth element of 'governance' is critical to facilitate trust across the stakeholder network, enables effective coordination and use of resources and facilitate cohesive stakeholder collaboration (Figure 4).

**Figure 4 Quadruple Bottom line of Sustainable Tourism**



Source: Created by the author

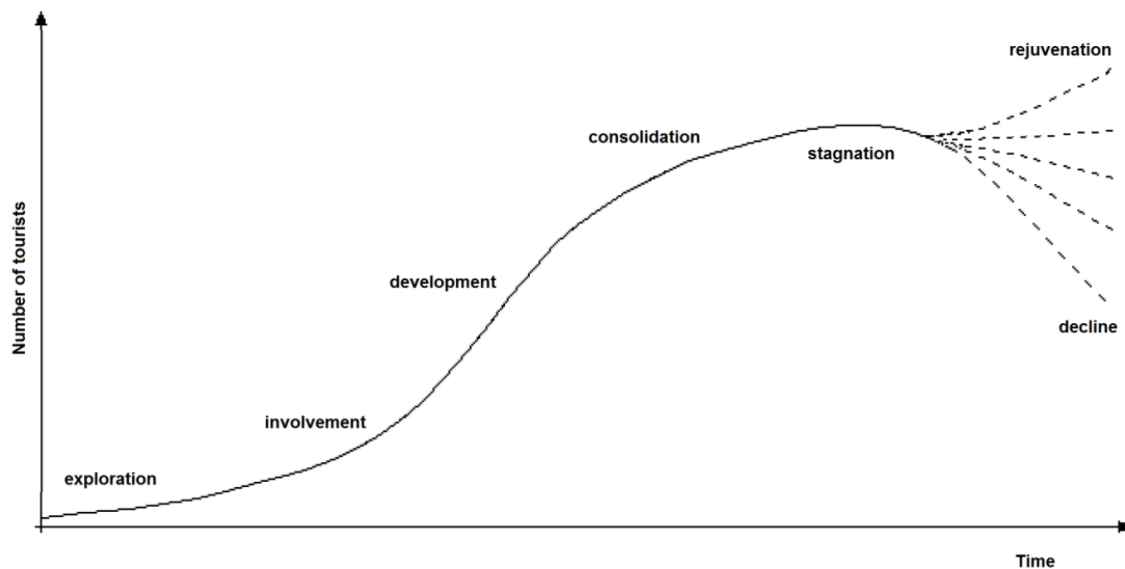
### 3.2.3 The Tourism Area Life Cycle

The Tourism Area Life Cycle( Figure 5) depicts the evolution of a tourism destination, and why it's important to manage tourism sustainably. A destination may or may not experience all stages of the life cycle, but those that adopt a sustainable approach can more successfully navigate changes in supply and demand. In 2018 Boracay in the Philippines closed for six months for critical infrastructure upgrades which exemplifies the economic impact on a destination when demand and supply become misaligned<sup>7</sup>. A proactive and sustainable approach will ensure tourism can be managed to provide net positive benefits to the community, the environment, and the economy.

<sup>6</sup> Booking.com 2022 Sustainable Travel Report

<sup>7</sup> Reyes et al., December 2018. The Boracay Closure: Socioeconomic Consequences and Resilience Management.

**Figure 5 Tourism Area Life Cycle**



Source: Butler (1980)

## 4.0 Tourism Impact

### 4.1 Economic

Tourism contributes to economic growth by creating jobs, generating income, and diversifying local economies. A sustainable approach to tourism emphasises local value chains, reinvests in community infrastructure, provides opportunities for the disadvantaged, and creates economic resilience. Economic decline can occur when an industry is threatened by over tourism, visitors' safety is compromised, or communities become intolerant of visitors. Similarly, a destination that's economy is overly dependent on tourism can be vulnerable to geopolitical, health and environmental shocks. Creating economic sustainability is therefore an essential component of tourism management.

#### 4.1.1 South Australia

Total South Australian visitor expenditure for the year end March 2023, combining International and Domestic expenditure, came to \$9.4 billion, up 16 per cent on the year-end December 2019. Regional visitor expenditure (including international) came to \$4.47 billion, up 25 per cent on the pre-Covid December 2019, and achieving the 2025 target of \$4 billion (Table 2 Total SA Expenditure

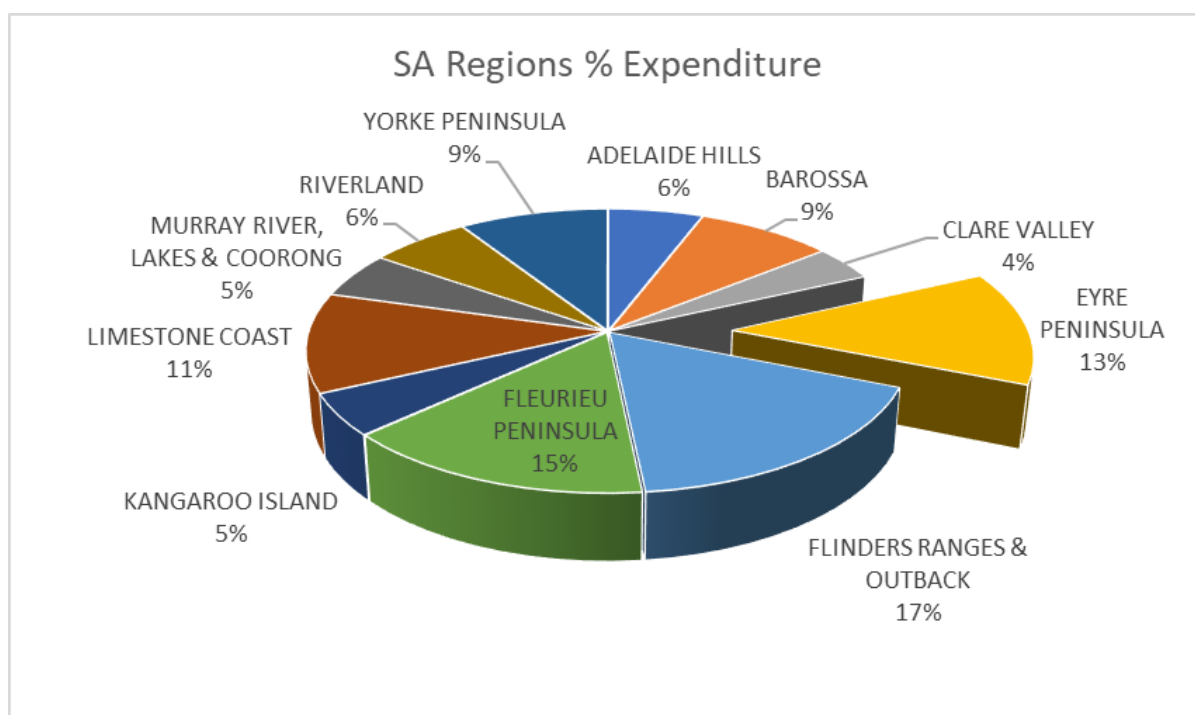
The EP is the third highest contributing region to the South Australia visitor economy behind Fleurieu Peninsula and Flinders Ranges and Outback Figure 6 SA Regions Expenditure by % Share). Additionally, the EP is the first of SA's regions to achieve it's 2030 target, eight years earlier than forecasted (Figure 7).

**Table 2 Total SA Expenditure**

Expenditure (\$)	South Australia				Australia			
	Year Ending Dec-19	Year Ending Mar-23	Change %	Market Share	Year Ending Dec-19	Year Ending Mar-23	Change %	
International (\$m)	1,206	814	↓ -32%	4.5%	31,438	18,287	↓ -42%	
Interstate (\$m)	2,656	3,522	↑ 33%	7.1%	37,404	49,618	↑ 33%	
Intrastate (\$m)	2,555	3,007	↑ 18%	5.1%	43,288	58,486	↑ 35%	
Day Trips (\$m)	1,660	2,022	↑ 22%	6.4%	26,338	31,753	↑ 21%	
<b>Total Expenditure (\$m)</b>	<b>8,077</b>	<b>9,365</b>	<b>↑ 16%</b>	<b>5.9%</b>	<b>138,469</b>	<b>158,143</b>	<b>↑ 14%</b>	
Adelaide (\$m)	4,515	4,897	↑ 8%	52%				
Regions (\$m)	3,562	4,468	↑ 25%	48%				

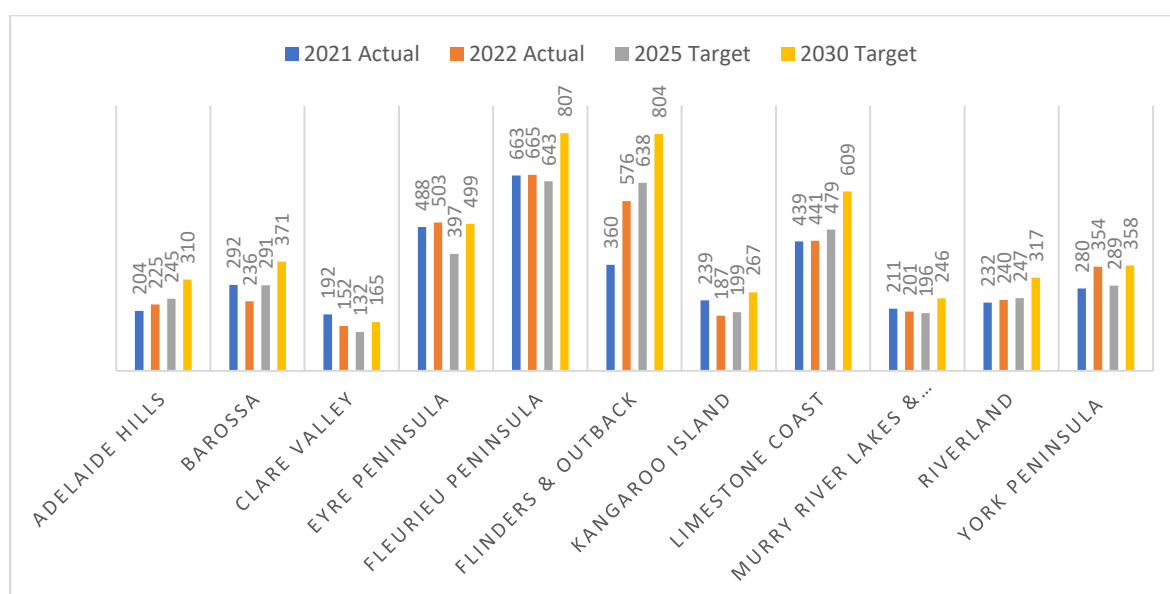
Source: SATC

**Figure 6 SA Regions Expenditure by % Share**



Source: Adapted from SA Regional Profile's 2022

**Figure 7 SA Regional Visitor Economy Expenditure**



Source: Adapted from SA Regional Profile's 2021-2022

#### 4.1.2 Eyre Peninsula

In 2022, the EP attracted 930,000 visitors who spent \$503 million (Table 3). Overnight visitors contributed \$405 million, while day visitors spent \$89 million. Visitor numbers increased in 2019 and have remained relatively consistent since. Expenditure was not reported by source market in earlier years, but between 2021 and 2022 expenditure increased 31%.

The average length of stay increased to five nights in 2021, returning to four nights in 2022. Importantly the average trip expenditure per overnight visitors increased 16% to \$810 in 2022. This indicates greater economic outcomes from lower environmental and social outputs. Employment increased from 2020 to 2021 but remained consistent in 2022 at 4,000 direct and indirect jobs.

**Table 3 Eyre Peninsula Tourism Region, Total Regional Visitation (YE December 2022)**

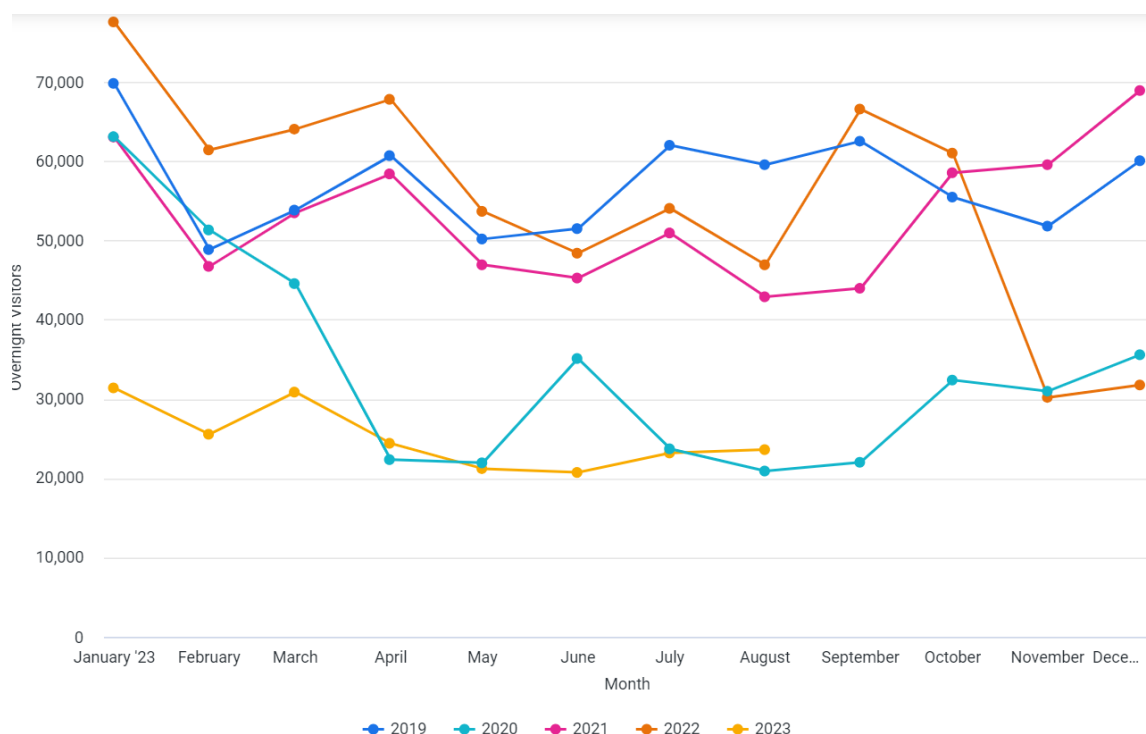
VISITATION	YEDEC18	YE/DEC19	CHANGE	YE/MAR21	CHANGE	YEDEC22	CHANGE
Overnight Visits	423,000	470,000	11%	382,000	-23%	500,000	24%
Intrastate	300,000	332,000	11%	350,000	5%	347,000	-1%
Interstate	103,000	118,000	15%	32,000	-269%	148,000	78%
International	19,000	20,000	5%	0		5,000	
Expenditure				\$ 260,000,000		\$ 405,000,000	36%
Intrastate				\$ 236,000,000		\$ 215,000,000	-10%
Interstate				\$ 24,000,000		\$ 180,000,000	87%
International				\$ 0		\$ 9,000,000	8999999900%
Avg Expenditure per overnight visitor				\$ 681		\$ 810	16%
Day Trips	391,000	524,000	34%	\$ 551,000	5%	\$ 430,000	-28%
Day Trip Expenditure				\$ 89,000,000		\$ 98,000,000	10%
Avg Expenditure per day visitor				\$ 162		\$ 228	41%
Total Visitation	814,000	994,000	22%	933,000	-7%	930,000	0%
Total Expenditure	\$310,000,000	\$ 400,000,000	29%	\$ 349,000,000	-13%	\$ 503,000,000	44%
Nights	1,821,000	1,961,000	8%	1,734,000	-13%	1,972,000	12%
ALOS	4	4	0%	5	11%	4	-15%
Employment (direct & indirect)	2,400	2,700	13%	4,000	33%	4,000	0

Each year represents 12 months. Year end dates are adjusted due to Covid19

Source: Adapted from SA Regional Profile's 2019-2023

Mobility data (Figure 8) provides insight into the outlook for 2023, which shows a decline in visitation to the lows experienced in 2020 during the pandemic. In July 2023 there were 23,185 monthly overnight visitors, which is on par with visitation in July 2020, and down considerably from 2019 and 2022 visitation. August 2023 has increased slightly but continues the worrying trend of a downfall in visitation compared to previous years. This will require careful monitoring and possible intervention to reduce economic impacts.

**Figure 8 Eyre Peninsula Visitation – 2019 to 2023**



Source: Localis (Mobility data, sourced from anonymous mobile devices with location sharing enabled).

## 4.2 Environment

Sustainable tourism aims to protect natural resources and ecosystems that it operates within. Nature and wildlife are central to the EP experience, so its critical tourism not only minimises the impact on the environment but actively contributes to preservation and rejuvenation of the natural environment.

Research commissioned by Tourism Australia in 2022<sup>8</sup> investigated tourism impacts on regional destinations, with a strong focus on the environment. Key findings for the EP revealed that residents are increasingly aware of the environmental repercussions of rising visitation. Notably, interstate visitors, especially those engaged in activities like 4WDing and caravanning, were identified as having the most significant impact. This was attributed, in part, to their limited connection and knowledge of the region, leading to a careless attitude and unpreparedness.

Specific challenges were also identified through the 2022 Community and Industry Survey<sup>9</sup> included unauthorized camping on beaches, unregulated camping along coastlines, irresponsible 4WDing

<sup>8</sup> Tourism Australia, Hall & Partners Responsible Travel Research 2022

<sup>9</sup> The Tourism Collective, Community and Industry Survey 2022

causing trail damage, harm to sensitive biodiversity habitats, insufficient toilet facilities leading to human waste in natural areas and challenges with general waste disposal.

The Eyes on Eyre camping program which was introduced in 2021 has working with council to address some of these challenges through the introduction of an online booking system, which has improved campground management. Balancing the promotion of natural assets with visitor management strategies is crucial to the future of tourism on the EP. Strategic destination marketing, visitor dispersal, infrastructure development, communication with stakeholders and responsible travel messaging is the key to mitigating environmental impacts.

### 4.3 Socio-Cultural

Focusing on inclusivity and community engagement, sustainable tourism involves locals in decision-making, supports local businesses and jobs, and promotes fair employment practices. It seeks to enhance the quality of life for residents, creates opportunities for cultural exchange and understanding, aid's preservation and restoration of cultural heritage and can foster a sense of cultural pride. Ongoing communication with the community is the key to creating a local environment where tourism is supported and can thrive, owing to positive interactions between locals and visitors.

#### 4.3.1 Community Sentiment

The current sentiment with the EP community towards tourism shows areas of concern. While they acknowledge the value of tourism, the community don't feel like they have a voice about tourism in their community and would like to be able to have more of a say. The community feels that tourism is being "done" to them, and due to the overpromotion of their natural local assets they feel 'swamped' with visitors who damage their local environment. The below is a sample of survey responses captured in 2022<sup>10</sup>, which indicate the importance of ongoing community engagement.

"Obviously the economic benefits, jobs and growth are the upside of growing tourism. But if we can do it in the right way, with the right focus then we can be an inspiration to everyone that comes here, to see that it can be done in harmony with the environment, and the benefits from that will be incredible."

"The added impact of more people in our environment puts a greater strain on everything, and if not managed properly can have a negative impact on the place they came to see. It can lose its beauty and worth if not looked after. That is why it is so important to invest in eco-tourism, safeguard our wilderness areas from development and encourage sustainable practices."

"SATC is blatantly using our well respected and 'best kept secret' beaches and sections of coastline as marketing brownie points. Then allowing hordes of people to visit these environmentally sensitive areas without even consulting the locals what they / the area needs to accommodate the influx of visitors."

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<sup>10</sup> The Tourism Collective, Community and Industry Survey 2022



“If the community feels like they are being sold out for others to make a quick buck at our expense, the community will be less accepting of tourism initiatives. If the community feels like the people with decision making powers have their best, long-term interests at heart and can see genuine action to support both locals and tourists to mutually benefit, then tourism initiatives will be a lot more successful.”

*“(Tourism brings in) Money and jobs. But it needs to be steady and sustainable. There is no point having sudden growth where you need to invest capital to expand and employ more staff to then have everything just as suddenly go quiet leaving you in debt and having to lay off staff. Peaks and troughs in tourism that don’t follow a predictable, seasonal trend leads to a highly casualised workforce that is not an effective strategy at the moment when people need stability to deal with increased uncertainty and cost of living pressures.”*

#### 4.3.2 Community Aspirations

“A well-organised industry that operates responsibly within a pristine natural environment and encourages positive interactions between visitors and community. The EP community and industry has a strong sense of pride in their identity and are proud to share that with others.”

Understanding a community’s future sentiment for tourism, provides a roadmap to tourism management, by ensuring that tourism planning and development supports the aspirations and the quality of life valued by the community.

When asked to envisage a successful tourism industry, a decade from now, EP industry and community stakeholders expressed several key aspirations<sup>11</sup> including economic growth, environmental protection, quality visitor experiences, and year-round vitality, all while maintaining the region’s unique character and sustainability. These insights are summarised below:

- **Growing Local Benefits:** A thriving visitor economy leading to an increased local population, resulting in enhanced services and opportunities for residents.
- **Diverse Experiences:** Development and optimization of a wider range of experiences, including eco-tourism, arts and culture, and culinary offerings.
- **Environmentally Conscious Visitors:** To attract visitors who are environmentally responsible and actively contribute to the preservation of the local environment.
- **Infrastructure Investment:** Infrastructure investments that support local livelihoods and ensure visitors have a high-quality experience.
- **Balanced Tourism:** Striking a balance between tourism growth and maintaining the region’s unique charm is a priority, including a focus on supporting local businesses and economies.
- **Year-Round Visitation:** More consistent year-round visitation, to support financial stability for businesses and year-round employment.
- **Enhanced Events Calendar:** An improved events calendar that encourages year-round visitation, contributing to the region’s vibrancy.
- **Year-Round Accessibility:** For tourism experiences and local businesses to remain open year-round, seven days a week, providing continuous opportunities for visitors and locals.
- **Non-Detrimental Tourism:** Tourism that doesn’t harm local communities or the environment and instead adds value to both.
- **Economic Boost:** Supports the local economy leading to the expansion of activities, shops, services, and infrastructure that benefit the community.

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<sup>11</sup> The Tourism Collective, Community and Industry Survey 2022

- **Sustainability:** A sustainable tourism industry supported by robust infrastructure and information, enabling visitors and operators to be responsible stewards of the region.

#### 4.3.3 Aboriginal Tourism

“Australia is home to the oldest living culture on Earth and Aboriginal guides across the country offer a real connection to the place and a new way of experiencing it. Every part of Australia is Aboriginal country, and every part of that country has a series of stories and experiences that are unique to it.”

Tourism is known for its ability to create positive socio-cultural opportunities for First Nations Communities. By engaging with local Aboriginal communities and providing a platform for them to share their stories, traditions, and knowledge, tourism can become a force for cultural preservation, empowerment, and economic growth. Aboriginal Tourism not only enriches the visitor experience by offering cultural storytelling and engagement, but contributes to building stronger, more inclusive communities and bridging a pathway for reconciliation.

The Aboriginal Tourism Strategy for the Far West of SA was developed in 2017 by RDAEP in partnership with Indigenous businesses and communities and aimed to provide support for current and emerging business. The project was made possible due to National Indigenous Australian Agency (NIAA) funding which enabled the Koonibba Community Aboriginal Cooperation (KCAC), to contract RDAEP. The strategy was reviewed in 2023 and provides a foundation to expand tourism in the Far West of the region. In the absence of a regional wide strategy, the recommendations in the Far West Aboriginal Tourism Strategy (when publicly available) have relevance and can be leveraged to support Aboriginal tourism across the entire region.

## 5.0 Strategic Partners

There are many regional stakeholders on the EP that deliver various destination management and marketing activities. Facilitating collaboration across this network will increase opportunities for consistency and efficiency on regional tourism initiatives. The stakeholder network includes:

### 5.1 Community

Engaging with the local community is fundamental to the success of tourism on the EP. Through regular communication and involvement, community members come to understand the economic and social value of tourism. This understanding not only fosters support for tourism initiatives but also encourages a welcoming and friendly atmosphere for visitors. Communities can become tourism advocates, sharing their positive experiences with friends and relatives, and actively participating in volunteering opportunities and local events.

### 5.2 Tourism Operators and Local Business

These entities are the backbone of the EP tourism sector. They are responsible for delivering the promises made by the region's marketing efforts. Tourism operators collaborate with various stakeholders within the local and state tourism industry to develop unique experiences and market them effectively. Local businesses, from accommodation providers to restaurants, are crucial in shaping the overall visitor experience.

### **5.3 Eyre Peninsula Community Groups**

These groups actively contribute to the visitor experience by organizing events, enhancing public spaces, manage visitor information, and support industry development. They often act as community ambassadors, promoting the region to both visitors and locals.

### **5.4 Local Government**

The 11 local councils on the EP play multifaceted roles in developing the visitor economy. They provide the basic infrastructure and amenities that visitors rely on. This includes everything from maintaining public spaces to ensuring accessibility and preserving the natural and cultural environment. Local government initiatives significantly influence visitor impressions and experiences while engaging the local community in positive social outcomes.

### **5.5 Eyre Peninsula Local Government Association**

The Eyre Peninsula Local Government Association (EPLGA) serves as a coordinating body for the region's councils. It manages the Bookeasy platform, which streamlines campground bookings, benefiting both visitors and councils. By redistributing camping revenue to councils, EPLGA supports reinvestment into visitor infrastructure, further enhancing the region's appeal.

### **5.6 Visitor Information Centres**

The EP has three accredited Visitor Information Centres located in Elliston, Port Lincoln, and Whyalla. These centres are supported by a network of Visitor Information Outlets in Arno Bay, Ceduna, Cleve, Coffin Bay, Cowell, Cummins, Kimba, Streaky Bay, Venus Bay, Tumby Bay and Wudinna.

Visitor Information Centres and Outlets provide valuable services to visitors, including personalized advice, guidebooks, maps, brochures, accommodation and tour bookings. Their presence ensures that visitors have access to essential information and support.

### **5.7 Austrade**

Austrade, the Australian Trade and Investment Commission, actively shapes Australia's tourism industry by developing policies, attracting investments, and conducting research to enhance the country's tourism market share. Its influence extends to regions like the EP, indirectly contributing to the growth of its tourism sector through nationwide initiatives. Austrade is responsible for THRIVE 2030 which is Australia's national strategy for the long-term growth and recovery of the national visitor economy. The industry led and government enabled strategy aims to achieve \$230 billion (of which \$100 billion is regional spend) by 2030, through collaboration, modernisation, and diversification.

### **5.8 Tourism Australia**

Tourism Australia (TA) is Australia's national marketing organisation and an important stakeholder for the EP. TA is instrumental in attracting international visitors to Australia, both for leisure and business events. It operates in collaboration with Australian states and regional tourism organisations, to showcase Australia's unique attractions and experiences to a global audience. While its primary focus is on international visitors, its partnerships benefit regions like the EP by amplifying their appeal on a global scale through their marketing channels.

## **5.9 South Australian Tourism Commission**

SATC is South Australia's peak tourism organisation responsible for implementing the South Australian Visitor Economy Plans. The SATC works across supply and development initiatives to build a sustainable visitor economy for the state. Aligning with the strategic vision of the state, provides a basis to leverage state-led insights and initiatives, and to identify shared priorities for the region. Two key strategic documents for SA tourism include:

The South Australian Visitor Economy Sector Plan 2030 was developed via extensive consultation with over 400 members of the tourism industry and sets the bold ambition to grow the SA visitor economy to \$12.8 billion by 2030. The plan identifies six priority areas: marketing, experience and supply development, collaboration, industry capability, leisure and business events and promoting the value of tourism.

The South Australian Regional Visitor Strategy 2025 provides a roadmap for the tourism industry to navigate challenges and seize opportunities. It was developed in consultation with 800 industry stakeholders and sets a target to grow the state's regional visitor expenditure to \$4.0 Billion by 2025.

## **5.10 Tourism Industry Council of South Australia**

The Tourism industry Council of South Australia (TiCSA) is a not-for-profit organisation with over 1000 members. Established in 2009, TiCSA is the peak body for SA's tourism industry and has two primary objectives – advocacy and business development. Members have access to networking events, training workshops and business development programs. As the voice of tourism, TiCSA advocate on behalf of their members to create a unified voice on the issues and opportunities facing the industry. Members receive the latest industry news and connections to other tourism professionals.

## **5.11 Australia's Golden Outback**

Australia's Golden Outback (AGO) is one of the five Western Australian Regional Tourism Organisations and a shared boundary with the Eyre Peninsula. AGO has a program of their own demand marketing activities, as well as activating demand and supply side projects in partnerships with regional stakeholders such as Regional Development Australia Goldfields Esperance and Councils, such as Shire of Esperance and Shire of Kalgoorlie Boulder. The Nullarbor Touring Route, one of Australia's most iconic road trips, is a key experience that crosses both the EP and AGO and requires collaborative management and promotion.

## **5.12 Department of Environment and Water**

The Department for Environment and Water (DEW) aims to help South Australians conserve, sustain and prosper. DEW drive the sustainable development of SA's natural resources and heritage to deliver economic prosperity, and a vibrant and healthy society.

DEW manage SA's national parks, botanic gardens and heritage places for their intrinsic value and for people's benefit and enjoyment now and into the future. They are an authority on the state's environment and natural resources, helping community, industry, and government make good long-term decisions. The EP is a significant region for DEW, with over 100 National Parks, Conservation Parks, Marine and Wilderness Protected Areas under its remit.

## 5.13 Eyes on Eyre

Eyes on Eyre is a joint initiative of RDAEP, EPLGA, Eyre Peninsula Landscape board (EPLB) and DEW. The group work to address infrastructure and environmental challenges to support sustainable management of tourism. Priority areas include signage and wayfinding, visitor experience and camping nodes, telecommunications, WIFI and interpretation, coastal access, the Nullarbor Precinct and Regional Trails. In 2021, Eyes on Eyre responded to increased pressures on council managed campsites to create a sustainable model for campground management.

## 6.0 Brand and Marketing

In 2006, the EP food industry launched "Eyre Peninsula, Australia's Seafood Frontier," a cooperative marketing brand aimed at positioning the region as a premium food destination to enhance profitability from global exports. The brand and tagline were later adopted by the tourism sector in 2013 for destination marketing, including digital promotion, signage, and touring routes. While much of the EP is coastal with a seafood focus, seafood was not consistently offered across the region and not all districts and industries aligned with the Seafood Frontier brand.

In 2022, a review of the EP Australia's Seafood Frontier brand was conducted, with the goal of evaluating and strengthening the region's brand positioning. Concurrently, a marketing strategy was developed, including identification of target visitors most likely to engage positively with the EP experience. The resulting Eyre brand and marketing strategy emerged from extensive research and consultation and provide a solid foundation for promoting the region.

The Eyre brand has been enthusiastically embraced by the community and industry, thanks to its strong resonance with the brand identity and narrative. When a community feels closely connected to their brand identity and attracts the right visitors, it fosters the delivery of authentic and distinctive visitor experiences. Similarly, by attracting target markets best suited to the experience, the region can achieve high satisfaction from its visitors. This alignment between supply and demand achieved via a strengthened brand and marketing strategy helps support a sustainable operating environment.

## 6.1 Eyre – The Wild Side



## **Brand Promise**

Visit Eyre: Discover your Wild Side

## **Brand Personality**

We're the gentle giant of Australia. Wild, yet peaceful. Big, yet beautiful. Remote, yet grounded in community. We're laid back, but resourceful. Raw, but charming. A little rough around the edges, but salt of the earth. We're fiercely protective of our lands but will help you find your way if you're polite enough to ask. We're a wildcard. Australia's wild south. With Eyre, you simply get what you see. And boy - there is so much to see.

## **Brand Position**

Eyre is South Australia's Wild Side. A place where people, animals and ancient lands coexist harmoniously. Where you can encounter giants, dragons, (sea) lions and sharks - all within its bounds. It's the wildcard - the one which often gets overlooked, but always surpasses expectations.

Brand Story: Rugged. Rough. Remote. Eyre Peninsula is so often described like this. Conjuring notions of having to steel up before you set foot on this wondrously wild land. But venture into South Australia's jagged leg and you'll soon discover - yes - a road trip you must prepare for - but a wild journey you'll never want to forget. Over two hundred thousand square kilometres of coastline guard Eyre to the west and east, while prehistoric Gawler Ranges watch over it to the north. In-between them all, lies a rich and diverse geographic tapestry - from ancient monoliths to seemingly endless sand dunes, premium farmlands to creeks and rivers and ranges. Flora and fauna rule the land here - many existing only on this beautiful slice of South Australia. And yes, travel to Eyre and you'll find that towns stand hours apart and the road can often feel endless. But then again, so too can the skies ... and the coastlines and the wildlife. On Eyre, the adventures that are waiting to be had are well and truly worth the effort.

You can see giants, dragons, (sea) lions and sharks - all without leaving its bounds. Venture over ancient ranges, through smooth, white sand-dunes and out to deserted islands - all in just one holiday. You may - in some spots - say goodbye to reliable mobile service, but - trust us - you'll welcome the perspective gained by just being in the moment without distraction. If you do it right, time can actually feel like it moves a little slower here ... because it's just you - and Eyre. Just you, wading waist-deep through crystal-clear waters, shucking fresh oysters from the wild ocean or discovering billion-year-old rocky outcrops home to ancient stories. Here, the only lines you'll encounter are those carved by mother nature. Marvel from the ground or climb to the top and listen as the crops below sing and dance in the wind. Just you and wild sea lions who play with you excitedly like underwater puppies. Just you - frozen still - and the great white shark you've so desperately wanted to see, slowly approaching your cage. Just you on the wide-open road. But don't worry - you'll know the locals when they pass you - just look for the sacred two-finger wave. Be kind enough to them and they may even share where the real waves are at.

So yes, Eyre is remote and a little rough around the edges. But it's the perfect place for those looking to challenge themselves and venture outside their comfort zone. It's an opportunity for those looking to shed the chaos of the cosmopolitan and chase something deeper from their travels. It's for those in search of something more grounded. Something less materialistic. Somewhere more adventurous and, perhaps, a little less 'road-well-travelled'. Eyre is an invite to step gentler; explore slower; connect deeper and leave feeling a whole lot lighter. Eyre is for those seeking to discover their wild side.

## 6.2 Marketing Pillars

*The Eyre Peninsula is famous for its untamed beauty, its endless beaches and seafood that graces the world's finest restaurants. A vast natural playground awaits those who venture here, with ancient landscapes to uncover and wildlife looming large at every turn.*

### Untameable + Pristine Nature

The Eyre Peninsula is a patchwork of untameable natural landscapes; home to over 100 State, National and Conservation Parks, Marine Parks, and Wilderness Protected Areas. Touring inland will take visitors through a patchwork of vast agricultural landscape scenes which are home to incredible rock formations, granite outcrops and salt lakes, including Organ Pipes, Murphy's Haystacks, and Mount Wudinna, the epic Gawler Ranges – a 1.5-billion-year-old wonder; and the spectacular Pildappa Rock with its wave-formation. Lake Gairdner is Australia's fourth largest Salt Lake and is the site of numerous land-speed record attempts when the lake is dry. Surrounded by brilliant red sand hills, the lake's shimmering surface makes it a photographer's delight and a popular film location. Raw and rugged, the region is a 4WD playground, with enthusiasts rewarded with a variety of coastal and inland landscapes to negotiate; whilst mountain bikers, hikers and walkers can immerse in the local landscapes and stories with numerous hills and trails that traverse the region. Coastal adventures are in abundance on top of the water; with endless, often deserted beaches for visitors to beachcomb, sandboard, kayak, snorkel, and standup paddle board. With over 2000km of coastline, the EP is home to some of Australia's best secret surf spots, found along the regions West Coast.

### Wildlife Looms Large

The underwater wildlife flourishes in some of the cleanest waters in the world, with a coastline brimming with Great White Sharks, Dolphins, Sealions, Australian Giant Cuttlefish, Leafy Sea Dragons, all accessible to visitors, whether it is viewing them in their natural habitat, or engaging in an immersive wildlife interaction. Each year, between May and October, the Bunda Cliffs on the Nullarbor Plain coastline becomes a free-range crèche for Southern Right Whales. Eyre Peninsula is also world renown as a fishing paradise. Keen anglers will be rewarded with a catch of King George whiting, garfish, tommy ruff, mullet, squid and crabs off all coastal town jetties, and boaties will never get bored with accessible reefs, countless groups of islands, and secret local spots to explore. The waters surrounding Elliston, Ceduna and the Great Australian Bight are world renowned as one of the most reliable surf fishing locations and famous for their salmon and monster Mulloway fishing. Visitors who trek to the north of the region are also rewarded with all manner of Australian wildlife roaming free, including wombats, emus, and kangaroos. On-land animal encounters don't stop there though, with a Koala Sanctuary, Farm and Wildlife Park providing curious interactions for the whole family.

### Burgeoning Epicurean Scene

A burgeoning epicurean scene awaits those who venture to the Eyre Peninsula. Known for its abundance of accessible seafood, visitors can enjoy a king's feast of produce from the sea, including fresh King George whiting, oysters, tuna, Hiramasa kingfish, mussels and South Australian King Prawns. An emerging beverages scene awaits connoisseurs of cool climate wines; gins that reflect the arid lands, lush scrub and crystal waters; local coffee roasters that allow visitors to immerse in the roasting and tasting process; and craft brewing at its best. Not to mention the family owned and operated bakeries producing delectable pastries across the region – a must have for the road trip! Strengthening the narrative, many of the region's cafes and restaurants, hotels and gourmet food stores feature many local producers and fresh seafood, which allows visitors to immerse in the region's culinary delights.



## Cultural Connection

The Barngarla, Nauo, Mirning, Wirangu and Kokatha peoples have called the Eyre Peninsula home for many thousands of years. The culture of these Nations is rich and varied and they welcome visitors to learn about their culture, art and heritage through a growing number of on-Country tours, art centres and community-based experiences. The region's colonial, marine and agricultural history also share a narrative for the way locals understand their home, and for the way visitors are encouraged to immerse in and explore the Eyre Peninsula. This history is shared in many contexts, and stories are captured throughout the region's many towns and communities through their art galleries, museums, public art, and historical and cultural events. The Eyre Peninsula has an exciting calendar of events, from local agricultural shows, football matches, horse racing and markets, through to major tourism events including OysterFest, Colour Tumby, Cleve Harvest Music Festival, Tunarama (cancelled in 2023) and SALT Festival in Port Lincoln.

## Home Away from Home

The region has many and varied accommodation options to suit all budgets and travelling parties. Visitors can pitch a tent in campsites in and around the national and conservation parks, with plenty of caravan parks offering a less 'off the beaten track' self-contained caravanning and camping experience. Visitors can also feel at home in numerous self-contained beach houses, apartments, units, and cabins across the region. For environmentally conscious travellers, the region is also home to ecolodges and bell tents for those looking for an immersive accommodation experience, along with many local hotels and motels, which often provide stunning coastal views.

Figure 9 combines the EP's brand pillars and presents a hierarchy including SATC's brand pillars along with various themes outlines for each.

**Figure 9 Brand and Marketing Pillars**

BRAND PILLARS								
Pillars	Explore	Conquer	Experience	Taste	Stay	Events	Reflect	Respect
SATC Brand Pillars	Natural Therapy		Wildlife Encounters	Accessible Provenance / Boutique Capital		Loves a Party		
Eyre Peninsula Brand Pillars	Untamable + Pristine Nature	Adventure	Wildlife Looms Large	Burgeoning Epicurean Scene	Home Away from Home	Events	Cultural Connection	A Sustainable Mindset
Themes	National Parks, stargazing, beach & coastal, geological & outback, deserted islands	Hiking, water sports, sandboarding, cycling	Immersive wildlife experiences, swim with marine mammals, native fauna, bird-watching.	Seafood, paddock to plate, ocean to fork breweries & distilleries, wine & dine, quick pit stops (bakeries & cafes)	Tiny homes, hotels & motels, apartments vacation rentals, camping	Sports and racing, performing arts, visual arts	Proud First Nations, industrious migrants	Code of conduct, responsible travel, travel with purpose

Source: Adapted from the Brand Strategy and Marketing Plan

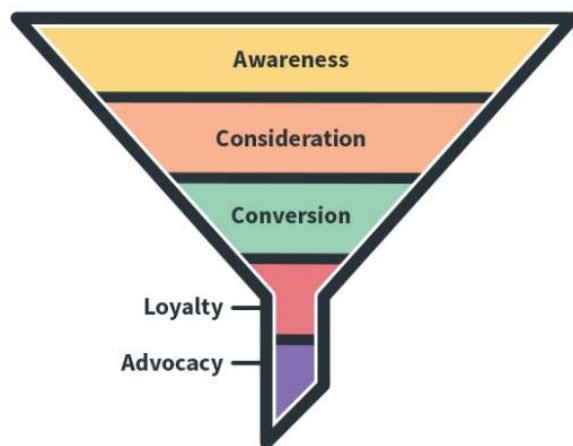
## 6.3 The Marketing Funnel

The marketing funnel is a conceptual framework used in marketing to depict the stages a customer goes through before making a purchase or taking a desired action (Figure 10). The inverted funnel illustrates how the number of potential customers decreases as they move through different stages.

Above-the-line marketing refers to marketing activity that speaks to a broad audience such as TV, radio, billboards, or digital display, and is generally high cost. This form of marketing is used to generate awareness at the top of the funnel and tends to highlight a selection of unique (hero) elements of the destination.

Below the line marketing uses more direct methods of engaging with potential visitors, including website, social media, and content marketing. These tactics provide the visitor with more detailed information to help them plan and book their trip, converting consideration into conversion. All tourism products and businesses are represented at this stage of the funnel and play a critical role in converting bookings. Businesses that invest time and resources to ensure they are well-represented in fundamental marketing activities such as ATDW, quality content and images, a quality website and being online bookable are best positioned to capitalise on destination marketing.

**Figure 10 The Marketing Funnel**



*Source: Sprout Social*

## 7.0 Operating Environment

### 7.1 SWOT Analysis

The SWOT analysis identifies the strengths, weaknesses, opportunities, and threats within the EP tourism operating environment (**Figure 11**).

The list was collated from community and industry survey responses and stakeholder consultation.

**Figure 11 Eyre Peninsula SWOT Analysis**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Pristine natural environment</li> <li>• World class wildlife experiences</li> <li>• Immersive seafood experiences</li> <li>• Brand recognition of the Nullarbor Road trip</li> <li>• Brand recognition of Coffin Bay Oysters</li> <li>• Global reputation of great white shark cage diving</li> <li>• Hook 'low season' hero attractions e.g., whales and cuttlefish</li> <li>• Hero experiences located in each corner of the EP (Cuttlefish, whales, sharks, the Nullarbor, Gawler Ranges and Coffin Bay oysters) support regional dispersal.</li> <li>• Resourceful, passionate community</li> <li>• Almost 200 return flights between Adelaide and the EP per week (Rex &amp; Qantas)</li> </ul>	<ul style="list-style-type: none"> <li>• Governance (vision for the EP, adequate resourcing/funding, governance of visitor economy, red tape for development, agencies investing, over privatisation of public lands)</li> <li>• Distance / Road Access</li> <li>• Cost of flights, limited flight access beyond Port Lincoln</li> <li>• Public transport on EP</li> <li>• Seasonal demand (low season winter)</li> <li>• Infrastructure e.g., roads, coastal, signage, telecommunications</li> <li>• Diversity of product / experiences</li> <li>• Lack of premium accommodation</li> <li>• Lack of large-scale events</li> <li>• Marketing of EP is fragmented, inconsistent, and underfunded.</li> <li>• Unsustainable marketing by SATC (e.g., overpromotion of attractions / products not able to support visitation)</li> <li>• Accessible tourism</li> <li>• Opening hours are inconsistent.</li> <li>• Businesses close in low season</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Independent, well-funded marketing body</li> <li>• Eyre Wild Side Brand Positioning</li> <li>• Strategic marketing and brand storytelling</li> <li>• Strategic communication between STO &amp; RTO</li> <li>• Sustainable tourism as a marketable strength</li> <li>• Development of: Nature-based tourism, Accessible tourism, Aboriginal tourism, Wellness tourism, Agritourism, Seafood experiences, Astro-tourism</li> <li>• Signage / trails to link regions / disperse travellers and extend length of stay.</li> <li>• Technology to enhance visitor experience.</li> <li>• Grow interstate and international markets through trade distribution</li> </ul>	<ul style="list-style-type: none"> <li>• Distance and cost of access</li> <li>• Increased cost of living</li> <li>• Competition for tourism post covid</li> <li>• Workforce, attracting and retaining staff.</li> <li>• Housing for staff</li> <li>• Lack of investment (public and private)</li> <li>• Increased operational costs / wage increases.</li> <li>• Community sentiment towards tourism</li> <li>• Visitor impacts</li> <li>• Volunteer fatigue &amp; Industry burnout</li> <li>• Whalers Way rocket launching</li> <li>• Safety e.g., coastal hazards</li> </ul>

## 7.2 Access

Access to the EP is either by road, or flight, with some coach or tour options available from Adelaide. The drive from Adelaide to Whyalla is 4 hours, to Port Lincoln 7.5 hours, Ceduna is 10 hours and from Adelaide to the Western Australia border is over 13 hours. Car rental is available in Adelaide, Whyalla, Ceduna and Port Lincoln. The Spencer Gulf Sea Road ferry connects the York and Eyre Peninsula providing car and passenger access between Wallaroo and Lucky Bay.

The EP is connected by some of the best regional flight access in SA, with 93 one-way flights between Adelaide to Port Lincoln, Whyalla and Ceduna each week (Table 4). This equates to a weekly flight capacity of over 3,600 one way. Over 75% of flights and capacity service the Adelaide to Port Lincoln route, making Port Lincoln the main flight access gateway to the region.

**Table 4 Flight Capacity to the Eyre Peninsula**

Flights	Mon	Tue	Wed	Thur	Fri	Sat	Sun	One Way	Return
<b>ADL to Port Lincoln</b>								<b>ADL to PLO</b>	
<b>Qantas</b>	Dash 8 300, 50 Seat capacity. From \$169 one way								
Flights	5	5	5	5	5	3	4	32	64
Capacity	250	250	250	250	250	150	200	1600	3200
<b>Rex</b>	Saab 340, 30-36 capacity (33 avg). From \$149 one way								
Flights	7	6	6	6	6	2	5	38	76
Capacity	231	198	198	198	198	66	165	1254	2508
<b>ADL to Ceduna</b>								<b>ADL to CED</b>	
<b>Rex</b>	Saab 340, 30-36 capacity (33 avg). From \$189 one way								
Flights	2	2	1	2	1	0	1	9	18
Capacity	66	66	33	66	33	0	33	297	594
<b>ADL to Whyalla</b>								<b>ADL to WYA</b>	
<b>Qantas</b>	Dash 8 300, 50 Seat capacity. From \$159 one way								
Flights	2	2	2	3	3	1	1	14	28
Capacity	66	66	66	99	99	33	33	462	924
<b>TOTAL FLIGHTS</b>								<b>93</b>	<b>186</b>
<b>TOTAL CAPACITY</b>								<b>3613</b>	<b>7226</b>
Data date period - 2-9 October 2023									

Source: Adapted from Regional Express and Qantas Airlines.

## 7.3 Tourism Supply

The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism information. With over 250 distributors, tourism businesses require an ATDW listing to benefit from partner promotion. ATDW provides a way to measure tourism supply on the EP (**Error! Reference source not found.**). In one year to June 2022 ATDW listings grew 7%, with the biggest growth in the accommodation category.

**Table 5 Eyre Peninsula ATDW Product Listings by Category**

Category	Jun-2022	Jun-2023
Accommodation	161	182
Attraction	123	130
Destination Information	2	4
Event	16	12
Food and Drink	26	27
General Services	27	34
Hire	8	8
Information Services	6	5
Journey	2	2
Tour	34	29
Transport	0	0
<b>TOTAL</b>	<b>405</b>	<b>433</b>

*Source: Adapted from ATDW*

Reviewing tourism products by sub-region (Table 6) it is possible to measure tourism growth and identify product gaps. The Southern Eyre sub-region, which accounts for 40% of the EP population, was in 2023 responsible for 48% of ATDW listings, an increase of 4% year on year. In most other areas, the population and percentage of tourism are on par, except Whyalla where tourism represents a lower percentage relative to the population.

Analysing the product by sub-region informs appropriate strategies for tourism promotion, and opportunities for product development to support business growth in areas where tourism is desired.

Table 6 ATDW by Sub Region

Eyre Peninsula Industry by Sub-region		ATDW Listings				Population	
Sub-Region	LGA	Aug-22	%	Aug-23	%	Aug-22	%
Nullabor and West Coast	Ceduna	37	10%	32	8%	3,651	6%
	Maralinga / Outback Areas		0%	1	0%	1,132	2%
	<b>Subtotal</b>	<b>37</b>	<b>10%</b>	<b>33</b>	<b>8%</b>	<b>4,783</b>	<b>8%</b>
West Coast	Streaky Bay	54	14%	52	13%	2,241	4%
	Elliston	23	6%	17	4%	1,038	2%
	<b>Sub Total</b>	<b>77</b>	<b>21%</b>	<b>69</b>	<b>17%</b>	<b>3,279</b>	<b>6%</b>
Eastern Eyre	Cleve	20	5%	28	7%	1,776	3%
	Franklin Harbour	19	5%	18	4%	1,323	2%
	Whyalla	25	7%	31	8%	21,960	37%
	<b>Subtotal</b>	<b>64</b>	<b>17%</b>	<b>77</b>	<b>19%</b>	<b>25,059</b>	<b>42%</b>
Central Eyre	Kimba	11	3%	10	2%	1,053	2%
	Wudinna	21	6%	22	5%	1,163	2%
	<b>Subtotal</b>	<b>32</b>	<b>9%</b>	<b>32</b>	<b>8%</b>	<b>2,216</b>	<b>4%</b>
Southern Eyre	Lower EP	40	11%	50	12%	6,060	10%
	Port Lincoln	116	31%	135	33%	14,880	25%
	Tumby Bay	7	2%	9	2%	2,873	5%
	<b>Subtotal</b>	<b>163</b>	<b>44%</b>	<b>194</b>	<b>48%</b>	<b>23,813</b>	<b>40%</b>
<b>Total</b>		<b>373</b>	<b>100%</b>	<b>405</b>	<b>100%</b>	<b>59,150</b>	<b>100%</b>

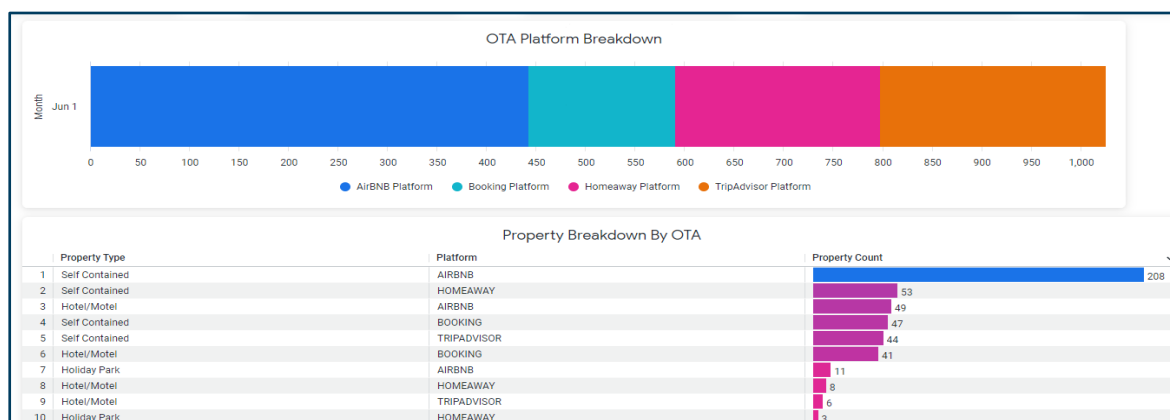
Source: Data retrieved from ATDW: 16 August 2023

## 7.4 Accommodation

Accommodation on the EP consists of traditional hotels / motels, tiny homes / eco-pods in nature, vacation rentals and caravan parks and campgrounds. According to ATDW there were 182 accommodation listings on the EP in June 2023, however this does not provide a complete picture as many vacation rentals don't have ATDW listings.

Data provider; Localis helps provide a more holistic view of the region's accommodation supply. The EP has a unique property count of 487 and 3,536 total room capacity, which incorporates listings from Airbnb, Home Away, Booking.com and Trip Advisor (16 August 2023). 75% of listings (443) are found on Airbnb indicating the prominence of this accommodation type for the region (Figure 12). The average listing price across all four platforms is \$215 and the average review score is 4.73.

**Figure 12 OTA Accommodation Supply**



Source: Localis

## 7.5 Events

Events are a useful tactic to drive visitation during low seasons, they are also instrumental in facilitating a sense of pride and vibrancy in communities. The Eyre Peninsula has several well-established events that attract external visitors including OysterFest (Ceduna), Colour Tumby, Cleve Harvest Music Festival, Rodeo by the Sea (Streaky Bay), CuttleFest (Whyalla), Tunarama (cancelled 2023) and SALT Festival (Port Lincoln).

As of 26 September 2023, there are nine EP events listed in ATDW: Colour Tumby (March), Port Lincoln Long Lunch (May), Perlubie Sports Day (January), SA Skydiving – Whyalla (December), Rodeo by the Sea (October), Jamalka Offroad (March), SALT Festival (April), Australian Salmon Fishing Competition (Winter), Garage Sale Trail Whyalla (November). There are also currently five concerts and performances listed for Whyalla and Port Lincoln.

The Eyre Peninsula has a propensity for events connected with community sports and racing, the visual and performing arts, and seafood festivals and events. While there are several well-established events, and a variety of community events; the EP would benefit from a strategic approach to event planning to enhance the regions event calendar and drive visitor dispersal in low seasons.

## 7.6 Experience Themes

Tourism experiences across the EP can be categorised into four experience themes:

- Adventure
- Nature and Wildlife
- Food, Beverage, and Produce
- Heritage, Arts, and Culture

Reviewing the regions experience themes across sub-regions provides insights into each sub-region's capacity to deliver on these themes. Understanding this alignment helps inform marketing strategies to create alignment with visitor expectations and can guide tourism development.

Each sub-region offers experiences related to these four themes, but the strength of these experiences varies based on three factors: Quality, Experience Engagement and Competitive.



Using the classification framework (Table 7) experience themes were evaluated by sub-region (Table 8), according to the strength of their capacity to deliver that theme. For instance, "Food, Beverage, and Produce" is identified as a primary strength for Port Lincoln and Southern Eyre, well-promoted under the "Seafood Frontier" brand for over a decade. However, it is an 'emerging' or 'non-existing experience' in other parts of the EP. 'Adventure', and 'Nature + Wildlife' are the EP's most competitive experience themes with primary and secondary experiences represented in each sub-region, across the entire region.

**Table 7 Experience Theme Classing Framework**

	Quantity of genuine visitor experiences (businesses that service the visitor first)	Experience Engagement Level (free, premium, events)	Regional Marketable Competitive Advantage
<b>Primary</b>	Large cluster of experiences	Numerous levels of participation (including commissionable experiences)	Leader
<b>Secondary</b>	Small cluster of experiences	Limited levels of participation	Emerging Leader
<b>Emerging</b>	One or two experiences	Single level of participation	Requires development
<b>N/A</b>	Nil visitor experiences	Nil participation	Not established

Source: Tourism Marketing Situation Analysis Jul-Sept 2022

**Table 8 Experience Theme classed for each Sub Region across Eyre Peninsula – Summary**

Experience Theme	Nullarbor + Far West	West Coast	Central Eyre + Gawler Ranges	Eastern Eyre	Southern Eyre	Port Lincoln
Adventure	Primary	Primary	Secondary	Secondary	Primary – Coffin Bay Only	Primary
					Secondary – Rest of EP	
Nature + Wildlife	Primary	Primary	Secondary	Secondary	Primary – Coffin Bay Only	Primary
					Secondary – Rest of EP	
Heritage, Arts + Culture	Secondary	Emerging	Emerging	Emerging	Secondary	Secondary
Food, Beverage + Produce	Secondary	Emerging	N/A	N/A	Emerging	Primary

Source: Tourism Marketing Situation Analysis Jul-Sept 2022

## 7.7 Seasonal Experiences

A challenge for the EP, is marketing the destination as a year-round destination, and understanding need periods relative to visitation and business operations. Determining seasonal visitation is a complex task due to data limitations. However, high season is generally experienced during summer, while winter is considered an off-peak period. While sub-regional seasonal fluctuations are not specifically known, inland areas are thought to experience lower visitation than coastal regions during hotter months, and comparatively higher winter visitation due to winter wildlife attractions.

Marketing hero attractions is a tactic used at the top of the marketing funnel (Figure 10), to increase destination awareness to large audiences in a competitive environment. “Hero experiences are the VOICE of a destination’s brand, personality, and competitive advantage, encompassing the destination’s: Vision; Originality, Icon’s, Competitiveness and Experiential Qualities”<sup>12</sup>.

A key advantage that the EP has is the presence of ‘hero’ seasonal experiences (across all experience themes) located in key corners of the destination. For example, the EP has several distinctive wildlife experiences across the year in different sub-regions. Whales and cuttlefish are a hero attraction in winter months, while sealions, sharks, and leafy sea dragons can inspire visitation in summer months.

Table 9 summarises strategic hero experiences that have the potential to drive visitation to the EP across different seasons. Complementing hero attractions are secondary themes, national parks, festivals, and scenic driving routes, which provide strategic tactics to encourage visitation along the route and achieve regional dispersal.

While hero attractions don’t represent the sum of the destination experience, it’s a vital marketing tactic to inspire visitation from new markets through promotion of the regions competitive advantage.

**Table 9 Seasonal Hero Experiences and Dispersal**

Season	Hero	Secondary Themes	National Park	Festivals	Rationale
Summer	Beaches and water adventure, Lake MacDonnell	Prebook tours and accommodation, Food and drink, local experts.	Nuyts Archapelego	N/A	Drives vistation from Adelaide to Port Lincoln / Coffin Bay up to the West Coast. The Seafood Trail helps drive dispersal.
Autumn	Sharks, Sealions and Geology	Hiking, biking camping	Gawler Ranges, The Nullarbor	SALT, Colour Tumby	Sharks drive vistation from Adelaide to Port Lincoln. Rock hopping and Gawler Ranges drive visitors across the middle. The Nullarbor and Street Art Trails drive dispersal.
Winter	Cuttlefish, Whales / Sharks and Seafood	Fishing, wildlife, campfires	Cuttlefish Sanctuary, Nullarbor Wilderness Protection Area, Lincoln and Coffin Bay NP	Cuttlefest, Adelaide Guitar Festival	Whales and Cuttlefish drive visitation from Adelaide across the middle to the Nullarbor. Oysters and sharks inspire visitors south and dispersal via the Seafood Frontier. Port Lincoln to target MICE travel during winter.
Spring	National Parks. Adventure in nature (young wildlife, birding, wildflowers)	Hiking, biking, tiny homes in nature	Nullarbor, Gawler Ranges, Lincoln and Coffin Bay	Celebration of Seafood, Oysterfest	Focus on nature based experienced underpinned by promotion of national parks in each corner e.g. Nullarbor, Gawler Ranges, Coffin Bay and Lincoln NP, Neptune Islands MP

Source: Created by the author

<sup>12</sup> Tourism & Events Queensland, Big Marketing Guide 2020

## 7.8 Travel Trade

The travel trade distribution system connects businesses with customers via trade partnerships and a commission structure. The trade distribution system plays a pivotal role in attracting travellers through various distribution channels from international and domestic trade and online travel agencies.

The EP benefits from several tour operators who have strong established trade partnerships and attract high value travellers via day and multi-day tours. These operators invest in trade and media promotion to raise the profile of the EP in high value markets. EP tour operators most active in this space include Australian Coastal Safaris, Gawler Ranges Wilderness Safaris, Tour South, and Untamed Escapes. These operators mainly use Port Lincoln as the gateway hub and provide sightseeing tours across the region, working in partnership with other businesses and attractions. Other tour operators such as Swagabout Tours, operate from Adelaide travelling by road to the EP.

A key opportunity for the EP is to ensure online booking is available for visitors who prefer to plan and travel more independently outside of an inclusive tour package and without a local guide.

## 7.9 Visitor Perceptions

Research conducted in 2022 by Kantar identified visitor perceptions of the EP<sup>13</sup>. (Note the sample was not representative by research standards). The findings revealed that the EP is perceived as a hidden gem of South Australia. Port Lincoln and Coffin Bay are more widely known, but the rest of the region is seen as untapped, unspoilt. Participants felt that travellers most attracted to the EP experience include 'adventurers', 'caravanners', 'campers', 'beachgoers', and those 'traveling with pets.'

The primary challenge to driving visitation to the EP is the perceived effort required to get there. Participants felt that there was limited to do along the way, and the effort, including both cost and time, did not always seem justified. Similarly, despite spectacular photography showcasing the region, EP is primarily viewed as a destination for the summer season.

Opportunities highlighted by the research include making the journey part of the experience, targeting visitors looking to disconnect and escape their usual routines, and to explore opportunities to grow the reputation of EP as a winter tourism destination.

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<sup>13</sup> SATC Regional Perceptions Research by Kantar, 2022

## 8.0 Visitation

Understanding visitation trends and changes helps inform strategies to guide tourism management. The following section discusses the visitation in Table 10 in relation to visitation to the EP.

**Table 10 Visitor Origin Comparison Year on Year**

VISITATION	2020	2021	CHANGE	2022	CHANGE
Overnight Visits	470,000	382,000	-23%	500,000	24%
<i>Intrastate</i>	332,000	350,000	5%	347,000	-1%
<i>Interstate</i>	118,000	32,000	-269%	148,000	78%
<i>International</i>	20,000	0		5,000	
Day Trips	524,000	\$ 551,000	5%	430,000	-28%
Total Visitation	994,000	933,000	-7%	930,000	0%
Nights	1,961,000	1,734,000	-13%	1,972,000	12%
ALOS	4	5	11%	4	-15%

Source: Adapted from SATC Regional Profile Eyre Peninsula

In 2022, there were 500,000 overnight visitors to the EP, an increase of 6% over two years. Intrastate visitation increased in 2021 and remained stable in 2022. Interstate travel was impacted by State border closures in 2021 but increased from 2020 to 2022 by 78%. In 2022 76% of visitation to the EP was Intrastate, and 22% was from Interstate. International visitation to the EP in 2022 is down 75% compared to 2020 and is expected to take until 2025 to return to pre-covid levels<sup>14</sup>.

### 8.1 Source Markets

According to 2022 Tourism Research Australia (TRA) data<sup>15</sup> 70% of EP's domestic visitation comes from Intrastate, while key Interstate markets include: Melbourne (8%), Western Australia (5%), Sydney (5%), regional Victoria (4%) and regional Queensland (3%) (Figure 13).

Mobility data<sup>16</sup> for 2023 year to date identifies slightly varied domestic markets; 73% are from within SA (Intrastate), while top Interstate source markets include New South Wales (8%), Victoria (8%), Queensland (5%) and Western Australia 4% (Figure 14).

International source markets according to TRA data (pre-covid)<sup>17</sup> includes the United Kingdom (22%), Germany (13%), USA (11%) and New Zealand 7% (Figure 15).

Mobility data<sup>18</sup> identified 50 international devices and ranked the top 5 international markets, which include: USA (45%), United Kingdom (19%), Japan (17%), New Zealand (10%) and Canada (9%)

(Source: SATC, Regional Profile 2020

Source: Adapted from Localis (4 Oct 2023)

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<sup>14</sup> SATC International Tourism Strategy 2025

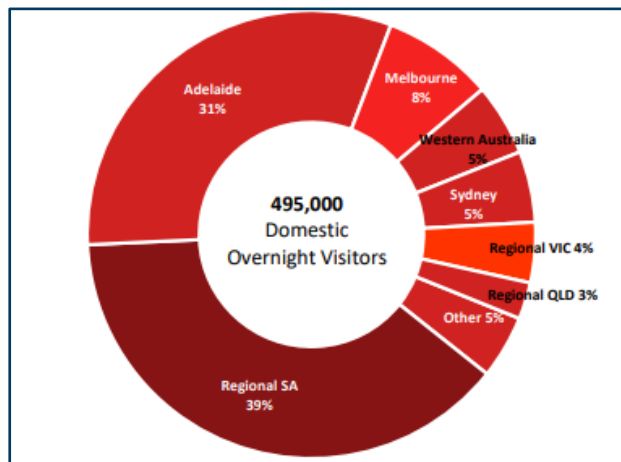
<sup>15</sup> SATC, Regional Profile 2022

<sup>16</sup> Localis

<sup>17</sup> SATC, Regional Profile 2020

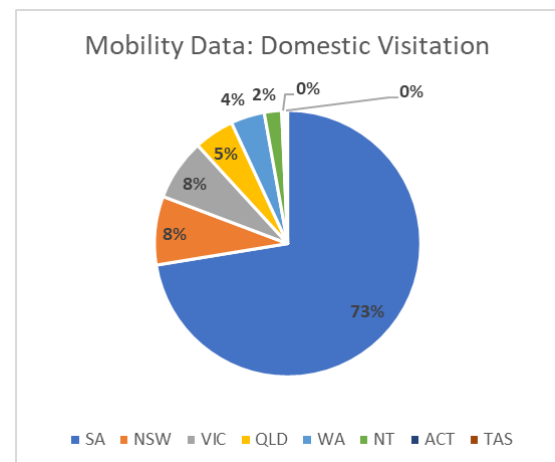
<sup>18</sup> Localis

**Figure 13 Domestic Overnight Visitors 2022**



Source: SATC, Regional Profile 2022

**Figure 4 Domestic Overnight Visitation 2023**



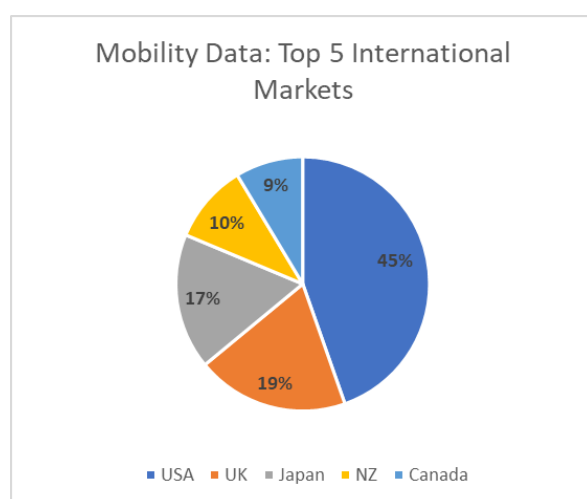
Source: Adapted from Localis (4 Oct 2023)

**Figure 15 International Overnight Visitors 2019**



Source: SATC, Regional Profile 2020

**Figure 14 Top 5 Visiting Countries 2023**



Source: Adapted from Localis (4 Oct 2023)

## 9.0 Target Markets

*“Attracting more visitors to the Eyre Peninsula only makes sense if a visitor’s personal values match the values of the region and its people – essentially, those who travel with purpose and offer a net positive benefit to the EP.”*

Identifying target markets for destination marketing is vital as it allows resources and efforts to be focused on audiences most likely to resonate with the destination's unique offerings, maximizing the effectiveness of marketing campaigns and activity. EP target markets have been identified through evaluation of travel motivations and visitor profiles. The following key target markets have been identified as having the greatest potential to positively contribute to the EP's tourism.

### 9.1 Leisure Visitors

#### 9.1.1 High Value Experience Seekers

This persona represents a cohort of socially and environmentally conscious travellers who have the resources to travel to pursue their passion interests. The domestic segment is motivated to visit for a specific seasonal offering, such as whale watching or a tailor-made unique Australian experience. They may travel via a fly/drive/accommodation package that links together day tour experiences with quality, immersive accommodation.

International visitors are looking for high-end, immersive Australia experiences, around stunning Australian landscapes (coastal and outback), immersive wildlife encounters and quality seafood, food, and dining experiences. They typically fly into Adelaide and onto Port Lincoln and join multi-day tours or arrive on a cruise ship, or on an extended air charter tour.

#### 9.1.2 Road Trip Adventurers

This persona represents a genuine road trip traveller visiting the EP, either with their accommodation (caravan/camping) or staying in accommodation (self-contained, motels/hotel/experiential). Initially drawn to EP for its coastal and nature-based adventures and wildlife experiences, once they learn of the breadth of what's on offer, they are excited to live like a local, and appreciate the premium produce, learn the historical significance of the region, and immerse in the events, arts and cultural scene. Road Trip Adventurers cross over three distinct generational cohorts, including Families, Baby Boomer Couples and Young Adventurers. Each of these cohorts are travelling from intrastate, interstate and/or international origins.

##### **Families (Intrastate – Interstate)**

Mostly South Australian families on a school holiday road trip with their school age children visiting the EP as the final destination. Travel is a chance to connect with kids whilst still living at home, share some amazing outdoor and wildlife experiences, learn more about Australia (including First Nations culture), and get away from the school and work routine. A small percentage may also be undertaking the 'Big Lap of Australia', where they homeschool their children on the road.

##### **Baby Boomer Couples (Intrastate – Interstate)**

Semi-retired or retired couples travelling to explore the EP as the final destination for its full breadth of experiences, and also for specific seasonal experiences (such as Whales,

Cuttlefish and Gawler Ranges National Park). They may also visit as part of their wider road trip adventure around Australia, which includes the Nullarbor.

### **Younger Adventurers (Intrastate - Interstate – International)**

Young couples or friends hitting the road for an adventure away from the work grind (or for a workcation), and for specific experiences such as swimming with sharks / sealions. They could also be adventurous travellers or digital nomads (couples of singles) on a longer road trip around Australia which includes the Nullarbor.

## **9.2 Niche Segments**

### **8.2.1 Visiting Friends and Relatives**

Locals are the catalyst for inviting, welcoming and hosting family and friends visits to the EP, and they are unofficial frontline visitor servicing resources and regional ambassadors. Many locals also holiday within the EP tourism region. They have close connections with the communities they visit, often acting and feeling like residents, and so have a strong sense of responsibility and ownership of their holiday destinations. Encouraging this market to take more trips locally, and to actively invite family and friends to the region (or to their part of the region) will contribute to increased spending across the visitor economy sector, create regional dispersal, and opportunities for off peak visitation.

### **9.2.2 Meetings, Incentives, Conference and Events**

The Meetings, Incentives, Conference and Events (MICE) market is an important niche for the region as they are typically high yield, and pre-pandemic represented 19% of the visitor market to the region. Given the geographical distance of the region to Adelaide, the EP has the potential to position and market itself as a business events destination. Pre and post touring from Adelaide is achievable via towns with direct flight access.

Potential exists for MICE stakeholders to bid for events that fit the region's infrastructure capacity. Events aligned with the region's economic pillars, such as agriculture, aquaculture and tourism offer strong potential. High value corporate incentive events (interstate and international markets) are already being hosted by the region's trade ready tourism operators and have growth potential through activation such as partnerships with Adelaide Convention Bureau and trade partners.

### **9.2.3 Cruise**

SATC works with the cruise sector to grow visitation, which in 2022/23, resulted in 103 ships arriving in South Australia (Table 11 SA Cruise Season 2022/23 Snapshot). 12 cruise ships visited Port Lincoln, resulting in 4,100 shore excursions. Expedition cruises also visited Flinders Island, Coffin Bay, and Boston Island, providing direct benefit to businesses and communities.

Globally the cruise industry is known to have economic leakage of over 50%<sup>19</sup>, meaning the economic benefit is proportionately lower than other tourism markets, and can come with greater social and environmental impacts. The greatest opportunity for the EP is to utilise cruise to fill low seasons and to develop new tourism products. The benefits from cruise should be carefully monitored through engagement with industry and community, to ensure challenges and opportunities are identified and addressed.

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<sup>19</sup> Rethinking Tourism, Doug Lanske. Cruising's Best Chance of Recovery from COVID-19



**Table 11 SA Cruise Season 2022/23 Snapshot**

Destination	Ships	PAX	Crew	Shore Excursions
Adelaide	45	76,100	34,000	10,500
Kangaroo Island	29	53,200	24,200	11,500
Port Lincoln	12	26,700	11,500	4,100
Expedition (various)	17	1,600	680	
<b>TOTAL</b>	<b>103</b>	<b>157,000</b>	<b>70,300</b>	<b>26,100</b>

*Source: Adapted from SATC*

## 10.0 Project Pipeline (July 2021 to June 2025)

The Project pipeline is designed to identify regional tourism projects, allowing stakeholders to proactively plan and seek budget allocation to support the agreed activities. The pipeline will be reviewed in January each year to ensure projects remain relevant and adaptable to regional priorities.

FY	Task	Lead	Stakeholders	Funding	Comment
<b>July 2020 to June 2021</b>					
Q4	Regional Trails Strategy	EP TDM	Councils (Excl. Franklin Harbour, Whyalla, Tumby Bay & Ceduna), Tredwell	\$65,800	Sport & Rec Grant \$25K LGA's \$32,473 (excl FH, TB, Ceduna & Whyalla) RDAEP \$8,327
<b>July 2021 to June 2022</b>					
Q1	EP Destination Management Plan 2025	EP TDM	All of region	N/A	V2 completed August 2023
Q2	Eyes on Eyre: Regional Camping Nodes Project (Phase 1)	EP TDM	Eyes on Eyre, Elliston Council	\$500k Grant	DEW Grant 1:1 \$ matching required Note: All LGA's were invited to submit EOI.
Q3	Eyes on Eyre: Regional Camping Nodes Project (Phase 2)	EP TDM	Elliston, Franklin Harbour, Lower EP	(As above)	\$500k DEW Grant Note: All LGA's were invited to submit EOI.
<b>July 2022 to June 2023</b>					
Q1	EP Regional Brand Project	EP TDM	All Councils, Industry, Consumers, Community, Fuller	\$77,116	Phase 1: Brand review  Phase 2: Strategy and brand ID development.
Q3/4	Eyes on Eyre: Regional Camping Nodes Project	LB EP	Eyes on Eyre, Councils		Funding obtained and process managed by Landscapes SA. \$ matching required.
<b>July 2023 to June 2024</b>					
Q1-4	Brand Implementation	EP TDM	SATC, RDAEP, Councils and industry.	Total request to councils \$60,000	Investment proposal shared February 2023.

					Deliverables dependant on investment level and include new EP website, Regional Photo/ video shoots and Regional Signage Project.
Q1-Q4	Regional Signage Project	EP TDM	Eyes on Eyre, Councils, DIT, SATC		Regional templates shared and process facilitated by RDAEP. Production and installation (determined & funded by councils)
Q3/4	Regional Photo and Video shoot	EP TDM	Councils	Funds Required	Regional photo /video shoots to be facilitated by RDAEP for participating councils and relevant stakeholders.
	Eyes on Eyre: Regional Camping Nodes Project	LB EP	Eyes on Eyre, Councils		Funding obtained and process managed by Landscapes SA. \$ matching required.
<b>July 2024 to June 2025</b>					
	Regional Brand & Marketing Activity	EP TDM	SATC, RDAEP, EPLGA, Council's and industry.	Funds Required	Investment proposal shared February 2024.
	Signage Project continued	EP TDM	Eyes on Eyre, Councils, DIT. SATC	Funds Required	Production and installation (determined and funded by each council)
	Regional Events Strategy	EP TDM	Councils, event planners, SATC	Funds Required	Events Strategy developed.
	EP Destination Management Plan 2030	EP TDM	All of Region	Funds Required	The 2030 plan will be developed in line with State planning.

#### Project Status:

Not Commenced	In Progress	Complete
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EP TDM: Eyre Peninsula Tourism Development Manager  
LB EP: Landscape Board Eyre Peninsula

## 11.0 Action Plan V2

The following Action Plan was revised in May 2023 to incorporate the objectives and actions identified in the Destination Marketing Plan, in addition to the Priority 12: Visitor Economy actions from the EP Strategic Regional Plan 2023-2026. The implementation of this action plan will be led by the EP Tourism Development Manager. The extent to which the actions within this plan and can be successfully implemented is dependent on appropriate resourcing (Per Objective 1.1).

### Priority Area 1: Destination Stewardship

Objective: A sustainable and transparent approach to tourism management is achieved through engagement with the community, industry, and stakeholders to ensure tourism meet the values and needs of the destination.

Objective / Action	Partners	Budget	Timeline	Outcome
1.1 Have a long-term commitment to planning and resourcing for regional tourism and implementation of this plan.				
1.1.1 Advocate for long-term investment in Resourcing (human and financial) to implement this Plan.	RDAEP, Minister for Tourism, Councils, SATC, Industry	Resource funding	Ongoing	Action Plan is successfully activated through a commitment of resources.
1.1.2 Explore <i>revenue streams</i> for the benefit of regional tourism. Funds to be used for the purpose of destination marketing and to improve economic sustainability of Eyre Peninsula tourism.	Industry Reference Group (IRG), RDAEP	N/A	Ongoing	Revenue streams identified and established. Improved economic sustainability.
1.1.3 Establish an <i>Industry Reference Group</i> , to provide input and act as a sounding board for Regional Tourism.	Industry Reference Group (IRG)	N/A	FY23/24	Industry Reference Group is developed and meets quarterly.
1.1.4 Regional Tourism Chair represents the EP at Regional Chairs meetings on issues affecting the tourism industry.	RDAEP, IRG	N/A	Ongoing	EP Regional Chair attends SA Regional Chairs meetings and represents the interests of the tourism industry.

1.1.5 Engage with EP Tourism Stakeholders to ensure alignment and support for relevant tourism activities identified in this Plan.	SATC, Councils, Visitor Servicing Teams, DEW	N/A	Ongoing	Regular engagement and opportunities delivered in line with the priorities and objectives within this Plan.
1.1.6 Undertake an <i>Annual Review</i> of this Plan to ensure activity responds to the operating environment.	Councils, SATC IRG	N/A	September 2024	Plan is reviewed annually. Priorities and actions revised as relevant.
1.1.7 Complete an <i>End of Term Review</i> , inclusive of industry and stakeholder consultation to identify challenges and opportunities and set strategic direction for next three years.	SATC, Councils, IRG	Funding Required for DMP2030	August to December 2025	DMP 2030 is developed and endorsed. Consultation conducted with stakeholder groups.
1.2 The community and industry are engaged in tourism on the Eyre Peninsula and are visitor economy advocates.				
1.2.1 Manage and grow a <i>Database</i> of tourism businesses, key tourism stakeholder organisations and groups.	RDAEP	Nil	Ongoing	Database maintained
1.2.2 <i>Industry Communication Plan</i> . Share relevant and timely information with industry via EP Tourism Network SharePoint, Facebook Group and Tourism Talk Newsletter.	Councils, wider industry		Ongoing	Industry informed and engaged.
1.2.3 <i>Community Advocacy Plan</i> . Work with local media and community groups to promote the value of tourism. Activate a hashtag where locals can share their EP Stories on Instagram (e.g., #EyrePeninsulaLocals or similar).	Local Media, Councils, Local Businesses, Community Groups + Organisations	Funding required for PR writing	Medium Term	Community Advocacy Plan is developed and activated. Social Media engagement #eyrepeninsula and #EyrePeninsulaLocals (or similar)
1.3 Have established a relevant, valid, and sustainable data set to share insights and report on the success of the Destination Management Plan				
1.3.1 <i>Visitor Data and Insights Report</i> . Track and share visitor data and insights e.g., economic, macro-insights, visitor profile and behaviour.	SATC, Councils, Airports, Localis, Industry, DEW	Subscription Costs	Quarterly	Insights captured and <i>Visitor Data and Insights Report</i> shared. Data used to guide strategic actions and priorities.

1.3.2 <i>DMP Progress Report</i> . Include DMP activity undertaken, marketing performance metrics and other metrics as available including industry and community sentiment, and industry programs / engagement.	See Measurement Plan.	N/A	Quarterly	Stakeholders informed via sharing of <i>DMP Progress Report</i> .
1.3.3 Create a digital marketing dashboard to record <i>Marketing Performance Metrics</i> from owned digital assets – (website, social media and email marketing).	Adobe Analytics, ATDW, Google, DashThis, Iconosquare etc.	Subscription Costs	Quarterly	Digital Marketing dashboard updated quarterly. Insights shared in the <i>DMP Progress Report</i> .
1.3.4 Develop an <i>Industry Survey</i> (or utilise TICSAs Survey insights), to measure sentiment and guide tourism management.	Industry, TICSAs	N/A	Annually	Industry sentiment measured and reported via <i>Data and Insights Report</i> . Insights used to guide strategic actions and priorities.
1.3.5 Develop a <i>Community Survey</i> , to capture community insights to measure sentiment and guide tourism management.	Community	N/A	Annually	Community sentiment measured and reported via <i>Data and Insights Report</i> . Insights used to guide strategic actions and priorities.

## Priority Area 2: Marketing

Objective: Eyre Peninsula's marketable competitive strengths are promoted via a consistent Eyre brand message to inspire travel from the region's visitor personas and markets and encourages responsible travel to drive even dispersal of visitation.

Objective / Action	Partners	Budget	Timeline	Outcome
2.1 Strengthen the regional tourism brand to leverage the region's competitive advantage and position Eyre Peninsula as an aspirational tourism destination to target visitors.				
2.1.1 <i>Embed the Eyre regional brand</i> across destination marketing assets (website, visitor guide, Nullarbor Map, social media, etc).	SATC, HWR Media	Council Funded	FY23/24	Eyre Brand is integrated across destination marketing assets.
2.1.2 Develop and implement a <i>Brand Engagement Plan</i> to provide access to a Brand Tool kit and brand assets, to aid consistent brand application.	Brand activation partners	Funding required	FY23/24	Stakeholders informed on brand use and have access to brand guidelines and assets. Brand Toolkits and starter kits created.
2.1.3 Facilitate <i>Regional Photo / Video Shoots</i> to address visual identity gaps within EP brand and marketing pillars.	Councils, Industry, DEW, Event Organisers.	Council Funded + relevant stakeholders	FY23/24	Visual content obtained, relative to image gaps. Images meet guidelines and are accepted in SA & TA Media Galleries. Images used by marketing stakeholders.
2.1.4 <i>Eyre brand video</i> embedded in destination marketing and available for use by marketing stakeholders. New Eyre video with footage that aligns brand guidelines created. Digital video campaign promotion once website is live.	RDAEP	Funding Required	FY23/24	Video embedded in regional marketing. Video used by marketing stakeholders. New Eyre video created. Digital marketing campaign generates consumer awareness.
2.1.5 Advocate for refreshed and expanded visual assets in <i>SATC and TA Media Libraries</i> .	SATC, TA	TBC	Ongoing	Increased EP content in SATC and TA Media Libraries aligned to EP brand and identified image gaps.

2.1.6 Proactively <i>source images and footage</i> from third parties for use in EP brand marketing activities. Opportunity to purchase content from Influencers.	Content creators, Influencers, Industry, Councils etc	Funding Required	Ongoing	Use of third-party images on destination website, social media and visitor collateral (and correctly credited). Purchase of images for EP Media Gallery.
2.1.7 Investigate <i>brand merchandise</i> opportunities, and where possible, create social enterprise opportunities to develop and market products.	Councils, VIO/VIC's, Retail.	Council Funded	FY23/24	Eyre brand merchandise is developed and available to order via third party. Eyre brand merch is consistent and available for visitors to purchase via retail outlets.
3.2.5 Identify opportunities to create Eyre brand assets, that support consistent use by stakeholders in marketing activity e.g., expand Brand Tool kit to create templates / assets on SharePoint.	RDAEP, Creative agency	Funding Required	Ongoing	Consistent marketing of Eyre brand by stakeholders Brand tool kit and assets supports ease of use for brand activations.
2.2 Co-create and share stories to promote Eyre Peninsula's experience strengths to inspire visitation				
2.2.1 Maintain <i>Storytelling Frameworks</i> and <i>Visitor Persona Storytelling Maps</i> , and create a rolling digital storytelling calendar	RDAEP, Industry	N/A	Ongoing	Storytelling Framework and calendar supports destination objectives of dispersal, seasonality, and responsible travel. Storytelling Framework utilised by RDAEP destination marketing partners.
2.2.2 Develop content to support destination storytelling in line with Framework, Visitor Persona's, and Calendar.	Content Agency	Funding Required	Ongoing	New content developed reflecting the Eyre brand story and messaging. Storytelling Content gaps filled.
2.2.3 Create <i>Blog articles</i> for the EP Website to inspire Visitor Personas at all stages of their travel journey.	Content Agency	Funding Required	Ongoing	Blog articles created.
2.2.4 Share the Storytelling Frameworks and Visitor Persona Maps with marketing stakeholders to <i>inspire content creation</i> , to be shared via local marketing channels.	RDAEP	N/A	Ongoing	Content created by EP marketing stakeholders that aligns with regional brand and themes.



2.3 Manage a high performing destination website to inspire and help Visitor Personas and markets throughout their whole travel journey				
2.3.1 Develop an Eyre Peninsula website that inspires and informs visitors to the Eyre Peninsula.	SATC, RDAEP	Council Funded	FY23/24	Eyre website developed.
2.3.2 Increase <i>website engagement</i> via content development that aligns with the Eyre brand and target Visitor Personas.	RDAEP	N/A	Ongoing	Engagement metrics across site are improving: Bounce rate (decreasing) Average Time on Site (increasing) Time on Page for Articles and Visitor Info content (increasing). Engagement of rich media content (e.g., video views, PDF downloads etc).
2.3.3 Optimise <i>website conversions</i> through identification of KPI's and set up a digital dashboard to measure performance.	SATC, Website Agency	Council Funded	FY23/24	KPI metrics are identified, measured, and results shared with stakeholders.
2.3.4 <i>Resource management</i> of a high performing storytelling website, including website management, content creation, security, and maintenance.	SATC	Funding Required	Ongoing	Resources are optimised to support the effective management of the destination website.
2.3.4 Attract more <i>high-value visitors to the website</i> : Optimise website copy for SEO, increase external website referrals via backlinks, and increase social media referral.	RDAEP	SATC	Ongoing	Website attracts increased number of visitors aligned to the Visitor Personas. Industry and community groups leverage EP website as a key driver of demand and visitor info.
2.3.5 Explore implementation of a visitor <i>email direct mail (eDM)</i> Strategy to capture visitor interest in the EP, and to keep the brand alive once they have visited the region.	RDAEP	Funding Required	TBD	Visitor eDM is set up, optimised.
2.4 Maintain print collateral that supports positive promotion of the Eyre Peninsula and aligns with target visitor personas regional objectives.				

2.4.1 <i>EP Visitor Guide</i> updated to ensure relevance to visitors, community, and industry. Incorporate EP brand and experience pillars, and responsible messaging. Ensure a sustainable approach to printing and distribution.	HWR Media, councils, VIC/VIO's	Cost Neutral	Annual	EP Visitor Guide updated and optimised. Content relevant to changing needs of visitors. Visitors informed of responsible behaviours. Content supports regional and seasonal dispersal.
2.4.2 Collaborate with Australia's Golden Outback and other Nullarbor Stakeholders to review and update the <i>Nullarbor Map</i> . Incorporate EP brand, experience pillars and responsible travel.	AGO, Nullarbor Stakeholders	Cost Neutral	FY23/24	Nullarbor Map reviewed and updated. Information is accurate, informs and inspires visitors and promotes responsible travel.
2.4.3 <i>Partner with AGO</i> on collaborative marketing opportunities to position the Nullarbor as Australia's Great Road Journey. E.g., digital activations, events, and media opportunities e.g., Promotion of an eclectic highway (RAA and RACWA)	AGO	N/A	Ongoing	Partnership established, opportunities identified and developed.
2.4.4 Collaborate with <i>Nullarbor marketing stakeholders</i> to ensure messaging is accurate and consistent in third party promotion.	RAA, TA, SATC, NRMA, etc		Ongoing	The region is positively and accurately represented across marketing activations.
2.5 Activate a strategic and efficient approach to social media to connect and engage with communities, and to inspire travel to Eyre Peninsula				
2.5.1 Review and advocate for appropriate resourcing to manage <i>EP social media</i> channels.	Councils, SATC	Council Funded FY23/24	Ongoing	Resourcing is obtained beyond FY23/24 to maintain 8 hours of social media management per week.
2.5.2 Increase visibility of EP social media accounts and hashtags on marketing assets.	SATC, Industry, Councils	N/A	Ongoing	Tagging of @eyrepeninsula Growth in hashtag us #eyrepeninsula #wildeyre
2.5.3 Leverage the region's positive User Generated Content (UGC) from Instagram. Manage a library of ready-to-share UGC.	Content Creators	N/A	Ongoing	Library of UGC with consent permissions managed.

2.5.4 Using UGC, share emotive posts that reflect the EP's competitive strengths in line with marketing themes, seasonality, and responsible travel messaging.	Internal RDAEP staff	N/A	Ongoing	Social Media strategy and calendar created and implemented. Posts reflect destination strengths, seasonality and responsible travel.
2.5.5 Best practice optimisation of social profiles and content according to platform and current algorithm.	SATC for education	N/A	Ongoing	Social media strategy optimised for each platform.
2.5.6 Amplification of social media posts across major influencer and marketing partner accounts e.g., TA and SATC	SATC and TA	N/A	Ongoing	EP social media posts shared on major accounts. Tagging of EP social media posts on major amplifier social media accounts.
2.5.7 Maintain a <i>YouTube</i> channel to centralise the sharing of all owned and earned video assets for the destination.	Influencers Local Industry	NA	Ongoing	Channel optimised. Videos curated into channel. Channel promoted via brand marketing activities.
2.5.8 Research and invite <i>Influencers</i> to visit the region who align to the Visitor Personas, ensuring mutually beneficial outcomes.	TA, SATC, Influencers	Funding Required	Ongoing	# visits and reach of relevant influencers to EP Purchase and use of influencer photos and videos for destination marketing activities.

### Priority Area 3: Collaboration

Objective: Tourism stakeholders of the Eyre Peninsula are collaborative, consultative, and strategically aligned, minimising challenges, maximising resources are ensuring visitors have a consistent, quality destination experience.

Objective / Action	Partners	Budget	Timeline	Outcome
3.1 Facilitate collaboration between local stakeholders to deliver a cohesive and marketing and visitor servicing that enhances the visitor experience.				
3.1.1 Facilitate collaboration between marketing and visitor servicing stakeholders of the EP. Share opportunities from this plan relative to various stakeholder groups and advocate for engagement and sharing of ideas.	Local Marketing and VS stakeholders.	N/A	Ongoing	Collaboration and engagement between stakeholders.
3.1.2 Advocate for <i>story creation</i> by EP marketing stakeholders (Using the Visitor Persona Storytelling Map), to share via their marketing channels e.g., website, social media, and email.	Councils, Local Marketing VIC/VIO's	N/A	Ongoing	More stories are featured across sub-regional marketing assets – such as town websites and social media.
3.4.3 Develop and maintain an up-to-date database of sub-regional marketing activations including websites, social media, collateral, and other activities.	Council Tourism group, VIC, VIO.		Ongoing	Database is kept up to date on SharePoint. Opportunities for cross-promotion are leveraged.
3.1.4 Identify opportunities for collaboration across <i>local marketing</i> activations. E.g., signage, digital visitor servicing, brand activation, sub-regional visitor guides to creative consistency and efficiency.	Councils, Local Marketing, VIO, VIC etc.	N/A	Ongoing	Strong collaboration across local marketing activations. Alignment on regional branding and pillars. Impactful marketing for maximum reach.
3.1.5 Explore the use of <i>technology</i> to enhance regional marketing and visitor servicing objectives. Tech initiatives should be implemented consistently across the EP, leverage / connect with existing platforms for efficiency (e.g., Google, ATDW), consider local nuances and have a long-term management focus.	Councils, Local Marketing, VIO, VIC etc.	Funding dependant	Ongoing	Technology options evaluated against matrix. Appropriate tech solutions are multi-faceted, provide a consistent quality visitor experience and have viable long term management plans.

3.1.6 Develop and activate a <i>Local Ambassador Program</i> to encourage locals to book additional visitor experiences themselves, or whilst hosting visiting friends and relatives (VFR).	Councils	Funding Required.	TBD	Program is scoped, budgeted, and activated. Program metrics identified to measure program success.
3.4.7 Facilitate a collaborative and consistent approach to visitor servicing on the EP. Regular meetings, content (storytelling), online and in person visitor servicing initiatives, Eyre brand activation, ATDW listing management, industry partnership / sales, famils (between sub-regions), online reputation management, and ATDW.	VIC / VIO etc	Nil	Ongoing	Visitor Servicing Network established and bi-monthly meetings held. Visitor service staff are engaged and contributing to an efficient and consistent approach to providing quality visitor servicing, through collaborative initiatives.
3.2 Increase visibility and alignment of the Eyre Peninsula through collaboration with State departments on marketing, PR, travel trade.				
3.2.1. Maintain strong relationship with SATC by: <ul style="list-style-type: none"> <li>● Involving SATC in strategic planning and review processes.</li> <li>● Update staff on destination marketing and priorities.</li> <li>● Update staff on experience development opportunities.</li> <li>● Work collaboratively to optimise co-op marketing funding.</li> <li>● Support and connect industry to relevant opportunities e.g. trade events and consumer campaigns.</li> </ul>	SATC	Travel costs	Ongoing	SATC and RDAEP have a close and collaborative working relationship. Increased efficiencies between SATC and RTO. Co-operative funds are implemented strategically with long-term scope.
3.2.2 Grow the quantity and quality of EP destination stories in SATC consumer marketing initiatives. <ul style="list-style-type: none"> <li>● Inclusion of EP in relevant seasonal campaigns, PR activities, famil and influencer opportunities.</li> <li>● Co-create content for southaustralia.com.</li> <li>● Amplify social media content via #SeeSouthAustralia.</li> </ul>	SATC	Funding Required for Content.	Ongoing	The EP is accurately and strategically represented across SATC activations. Collaboration and aligned efforts between SATC and RDAEP for maximum impact and efficiency. State promotion aligns with EP destination promise.
3.2.3 Destination inclusion / participation in international marketing activations and trade shows where there is alignment to Visitor Personas e.g., UK, Europe, North America, NZ. (Japan and China emerging).	SATC	Funding Required	Ongoing	Opportunities identified and activated. Clear ROI defined for each activation. Destination information shared to support trade activations.

3.2.4 Advocate for alignment of the Seafood Frontier Touring Route, by: <ul style="list-style-type: none"> <li>Optimise route content to align with Eyre brand positioning.</li> <li>Expand digital content featured on southaustralia.com.</li> </ul> Advocate for effective signage to promote the route.	SATC	Nil	Ongoing	Seafood Frontier Touring Route is accurate and optimised. Route recognition and uptake by visitors.
3.2.6 Maintain relationship with DEW to align experience development, marketing, visitor management, responsible travel messaging and the sharing of data and insights.	DEW	Nil	Ongoing	Collaboration on relevant marketing activations. Collaboration on responsible travel messaging. Shared insights e.g., DEW EP visitation data
3.3 Expand the presence of the Eyre Peninsula across Tourism Australia's destination marketing activations				
3.3.1 Develop a strong relationship with Tourism Australia to ensure strategic alignment between TA marketing activities and priorities identified in this Plan.	TA		Ongoing	Meet with TA Industry Relations Manager SA/WA/NT. TA reflect the positioning / responsible messaging across marketing activations.
3.3.2 Engage with TA Sustainable and Indigenous Tourism teams, to connect them with experiences that align with their experience development and marketing activations (e.g., <i>Sustainable and Indigenous Storytellers</i> ).	TA	Nil	Ongoing	EP tourism experiences are promoted through TA Sustainable and/or Indigenous Tourism activations.
3.3.3 Collaboration across consumer and trade marketing initiatives to position the competitive strengths of the EP to target markets. E.g., TA website content, Aussies Specialist program and via #SeeAustralia #ComeAndSayGday	TA		Ongoing	Opportunities to collaborate are identified and implemented as they align with priorities.
3.3.4 Engage with the business events teams, to identify and activate opportunities for industry in the MICE space.	Visitor Servicing Teams		Ongoing	EP tourism experiences are promoted through Business Events to drive demand.
3.6 Establish and strengthen partnerships with relevant niche sector markets, businesses, organisations, media, and trade and brand partners.				
3.1 Grow the value of business events as a key market for the region, including:	Business Event operators,	Assess partnership		Reference group identified. Business Event opportunities being activated.

<ul style="list-style-type: none"> <li>● Activate an EP Business Events reference group.</li> <li>● Provide centralised Business Event information on EP website.</li> <li>● Develop an EP Business &amp; Events Conference Planner.</li> <li>● Work with Business Events Adelaide on demand opportunities.</li> <li>● Engage with Tourism Australia Business Event team.</li> </ul>	Councils, BEA, Airlines, TA	opportunities against the Plan's Vision		Business Event information on <a href="http://www.eyrepeninsula.com.au">www.eyrepeninsula.com.au</a> EP Conference Planner developed.
<p>3.6.2 Ensure sustainable and responsible cruise ship visitation including:</p> <ul style="list-style-type: none"> <li>● Advocate for Cruise arrivals outside of peak seasons.</li> <li>● Advocate for ships with proven economic benefit.</li> <li>● Advocate / facilitate measurement of community sentiment.</li> </ul>	SATC, Port Lincoln Council	TBC	Ongoing	SATC / RTO collaboration on cruise sustainability. Cruise dates support EP need periods Economic impact measured. Community sentiment measured.
3.6.3 Liaise with key event organisations aligned to the EP Brand Pillars and explore opportunities to collaborate on brand marketing.	Event organisers	Funding Required		Individual events identified. Relationship established, partnerships explored and activated.
3.6.4 Identify Tour Operators that deliver tours to the EP, from outside the region, and work with them to expand their product offering to increase length of stay and dispersal. E.g., Swagman Tours, RedSands, and Outback Spirit.	Tour / Hire Operators	N/A	Medium Term, Ongoing	Operators identified. Meetings undertaken and opportunities assessed.
3.6.5 Facilitate Coop marketing with key access brands and opportunities (e.g., Qantas, Rex Airlines, RAA) that are aligned with the region's Visitor Personas.	Qantas, Rex Airlines, RAA	Funding Required. ROI measured	Ongoing	Opportunities identified and leveraged. Growth in the partner engagement and conversion metrics, and growth in relevant regional owned digital channels.
3.6.6 Initiate/leverage partnership marketing with media brands to amplify EP stories through traditional and online media sources (e.g., Sunrise, Today Show, Local Papers, The Advertiser, etc.)	Media Brands SATC PR.	Funding Required. ROI must be measured	Ongoing	Opportunities identified and leveraged. Growth in the partner engagement and conversion metrics, and growth in relevant regional owned digital channels.

3.6.8 Share Co-op marketing opportunities with industry that target the EP Visitor Persona's and niche markets, align with Eyre brand message, competitive strengths, and destination objectives.	Various Media and Marketing	Co-op buy in. ROI evaluated	Ad hoc, Reactive	Evaluation matrix developed. Co-op marketing campaigns delivered in line with the destination strengths and objectives.
3.6.7 Engage with trade marketing opportunities to expand knowledge of the EP with trade partners. E.g., Aussie Specialist program, to SATC international reps.	TA, SATC, RAA, etc	N/A	Ongoing	Travel trade informed about EP.
3.7 Take a collaborative approach to Responsible Travel, to educate visitors on appropriate behaviour and manage impacts.				
3.7.1 Facilitate Eyes on Eyre meetings, to ensure visitor management challenges are identified and impacts can be addressed through development of programs with relevant stakeholders.	Eyes on Eyre	N/A	Quarterly	Meetings facilitated by EO (RDAEP TDM) Visitor management challenges identified and addressed.
3.7.2 Work with partner organisations to develop and maintain <i>Responsible Travel Messaging</i> to manage visitor behaviour.	Eyes on Eyre,	N/A	FY23/24	Responsible Travel messaging developed. Messaging embedded in EP marketing. Messaging utilised by third parties.
3.7.3 Implement a Responsible Travel Code of Conduct (inclusive of marketing messaging, assets, and signage) e.g., Be Wild but Travel Responsibly	Eyes on Eyre, Council's TA, SATC	Funding Required		Code of Conduct Developed Regional Signage incorporates code of conduct. Code of Conduct incorporated by relevant stakeholders.



## Priority Area 4: Experience and Supply Development

Objective: Enhance the appeal of the region and ability to support visitation, through strategic product development and tourism infrastructure.

Objective / Action	Partners	Budget	Timeline	Outcome
4.1 Support development of tourism products that align with the Eyre brand promise and fill product gaps.				
4.1.1 Keep a record of EP tourism products and experiences and advocate for development to fill gaps.	RDAEP	N/A	Ongoing	Product gaps identified.
4.1.2 Build the region's accommodation yields, especially in more remote locations. Support businesses to upgrade and expand, as well as development of new accommodation.	Landowner Investor Developers	Advocate	Ongoing	Accommodation sites identified and shared with potential investors.  New accommodation developed.
4.1.3 Support the development of a 5–6-star hotel, and other high-quality eco- accommodation options on the EP.	Investors and developers, SATC	Support	Ongoing	Rumi and Louth development open and successful.  High end eco-accommodation potential identified and shared with relevant stakeholders.
4.1.4 Connect businesses and events to grants and development programs.	RDAEP	N/A	Ongoing	Tourism businesses informed.  Relevant grant and programs utilised by industry
4.1.5 Work with Aboriginal Tourism Stakeholders to ensure interests and opportunities for Traditional Owners can be supported through tourism development initiatives.	DEW, FWATC Landscapes SA, etc	N/A	Ongoing	Opportunities identified and connections established.  Support for TO's in product and experience development.
4.2 Tourism infrastructure is identified and advocated for, to support safe and quality visitor experiences that are sustainably managed.				

4.2.1 Record EP infrastructure gaps and priorities and advocate for funding and programs to support.	Eyes on Eyre, SATC Councils			Infrastructure needs identified and advocated for.
4.2.2 Work with Eyes on Eyre to protect, maintain, and enhance tourism assets and infrastructure, such as the region's network of campgrounds, small- and large-scale accommodation options, jetties, and boat ramps.	Eyes on Eyre Working Group.	Advocate	Ongoing	Eyres on Eyre camping model developed and promoted via eyrepeninsula.com. (complete)  Council managed campgrounds onboarded to Eyes on Eyre Camping Program via EPLGA.
4.2.3 Monitor popular natural attractions to ensure sustainable management of tourism in natural areas. Work with stakeholders to manage impacts E.g., Greenly Beach, Cuttlefish sanctuary.	Eyes on Eyre, DEW and others.	Advocate	Ongoing	Nature based tourism attractions monitored and strategies developed for improved management.
4.2.4 Support the optimisation of airports as key tourism infrastructure assets, and advocate for increased capacity and interstate direct access. E.g., Melbourne to Port Lincoln	Councils, SATC, Airlines	Advocate	Ongoing	Airline access opportunities identified and advocated for with relevant stakeholders.
4.1.5 Engage with stakeholders to facilitate planning towards the 2030 Total Solar Eclipse, ensuring the region is equipped to minimise visitor impacts and can leverage the event to create a positive legacy (financial, infrastructure and reputation)	DEW, DIT, SATC, Councils.	N/A	Ongoing	Stakeholders informed and incorporating infrastructure needs into strategic plans.
4.1.6 Work with RAA to support development and promotion of electric vehicle charging stations on the EP.	RAA	N/A	Ongoing	Electric vehicle charging stations installed.

## Priority Area 5: Industry Capability

Objective: Raise the capability of the Eyre Peninsula tourism industry to develop quality visitor experiences, attract visitors via distribution channels and manage sustainable businesses.

Objective / Action	Partners	Budget	Timeline	Outcome
5.1 Businesses are supported in their business development journey and grow in confidence due to participation in capability development programs.				
5.1.1 Connect businesses with associations and programs that support capability development, accreditation, and delivery of quality tourism products.	TiCSA, ATEC, Ecotourism Australia,	N/A	Ongoing	Businesses are supported.  Businesses have relevant accreditation to demonstrate quality delivery of tourism.
5.1.2 Share capability development programs and opportunities with industry, communicating their specific value to help businesses determine relevance to their business.	RDAEP	N/A	Ongoing	Businesses participate in programs that are of value, and programs have a measurable impact.
5.1.3 Advocate for funding / delivery of capability development programs for EP operators.  Advocate for training programs that benefit all operators regardless of location. e.g., held online, or in multiple locations: Port Lincoln, Kimba, and Streaky Bay.  Advocate for need topics e.g. <ul style="list-style-type: none"> <li>Experience Development (experiences aligned with the destination's brand and experience strengths).</li> <li>Digital Marketing best practice (storytelling, website, social, online reputation management, ATDW, online bookability).</li> </ul>	TiCSA, RDAEP, SATC, ABH etc.	Funding Required for Programs	Ongoing	Tourism Operators are connected with relevant training opportunities relevant to their business.  Funding partners are sourced to deliver programs.  Opportunities made available for all EP businesses, not just Port Lincoln (online or in person).  Capacity development programs have long term, measurable impact.

<ul style="list-style-type: none"> <li>• Brand Marketing – Eyre brand use and creating content in Canva.</li> <li>• Developing and delivering a quality product / experience</li> <li>• Distribution / Working with Trade</li> <li>• Sector Themes: Sustainable, Accessible, Aboriginal and Agri-Tourism.</li> </ul>				
<p>5.1.4 Support industry to participate in <i>sustainable tourism programs and certification</i>.</p> <p>Advocate for funding to subsidise industry participation in Ecotourism Strive for Sustainability Scorecard and accreditation.</p>	Ecotourism Australia, RDAEP TICA	Funding Required.	FY23/24	<p>Grow industry engagement with Strive for Sustainability program.</p> <p>Grow industry Eco/Sustainable Accreditation</p>
5.2 EP businesses are connected with trade distribution opportunities and information, to grow visitation from high value source markets and travellers.				
5.2.1 Advocate for development of a <i>Trade Ready Roadmap</i> , which guides businesses through their trade journey. From learning and developing a trade strategy, connect with partners, and growing their business through the right channels.	TICSA, SATC, ATEC, Industry	N/A	Ongoing	<p>Trade Ready Roadmap developed by TICSA.</p> <p>EP engagement in the Program.</p>
<p>5.2.2 Encourage tour operators to undertake the <i>ATEC Trade Ready Program</i> and participate in ATEC trade shows.</p> <p>Advocate for funding to subsidise industry participation in the ATEC trade ready program.</p>	ATEC, Industry	Funding Required	Ongoing	EP businesses informed of trade opportunities and trade presence is increased.
<p>5.2.3 Connect tour operators with trade distribution partners appropriate to their business objectives.</p> <p>e.g., Connect businesses with SATC and TA trade and media Programs, ATE, ATEC Marketplace and cruise partners.</p>	TA, SATC, Councils, BEA	N/A	Ongoing	<p>Relevant industry connected to relevant distribution options and opportunities.</p> <p>Number of trade ready businesses increased</p>

5.2.4 Advocate for the benefits of ATDW with businesses and marketing stakeholders to increase quantity and quality of listings.	Councils, VIC, VIO, Industry, Event org	N/A	Ongoing	Growth in quantity and quality of ATDW listings.  Leads on southaustralia.com and eyrepeninsula.com.
5.2.5 Grow the online reputation of the EP.  Encourage businesses to activate an online reputation management strategy e.g., encourage guest reviews (and responses) and engagement on social media.	TICSA, Industry	N/A	Ongoing	Positive advocacy on operator listings on review websites.  Engagement with social media accounts.
5.1 Pathways for increased participation of Aboriginal people in tourism on the Eyre Peninsula.				
5.1.1 Advocate for capacity development programs that support Aboriginal people and communities wanting to engage in tourism.	RDAEP	Nil		Advocacy for State led Aboriginal Tourism Strategy
5.1.2 Work in partnership with stakeholders of the 'Far West Aboriginal Tourism Strategy to support activation of the plan.  In the absence of an EP wide strategy, leverage the Far West strategy to guide all regional Aboriginal tourism stakeholders.	FWATS	Nil	Ongoing	Far West Aboriginal Tourism Strategy reviewed, and implementation supported.
5.1.3 Connect FWAT businesses with opportunities for training, trade shows, conference and event and marketing. E.g. PwC's Indigenous Consulting Indigenous Tourism Mentoring Program.	SATC, TICSA, PWCIC, The Circle, Lot 14	Nil	Ongoing	FWAT businesses informed and connected with opportunities.
5.1.4 Encourage Aboriginal Business Operators to engage with South Australian Aboriginal Tourism Operators Council (SAATOC)	TICSA, Aboriginal Tourism Businesses	Quote required	Ongoing	EP representation and engagement with SAATOC.

## 12.0 Key Achievements (DMP V1 to date)

Activity	Partners	Budget	Outcome
<b>FY21/22</b>			
Eyre Peninsula Destination Management Plan V1	RDAEP	In house	First reiteration of the DMP 2025 written
Eyre Peninsula Regional Trails Strategy	Eyes on Eyre Councils, Dep Sport & Rec, Tredwell	\$65k	Provides a consistent strategy and framework for trails development across the Eyre Peninsula.  Funding from 7 councils, Department of Sport and Rec EPLGA and RDAEP
National Radioactive Waste Management Facility (NRWMF) Visitor Centre Study	RDAEP, ARWA,	Income to RADEP \$54k	Research report was written by RDAEP under the lead of the EP TDM and provided to the Australian Radioactive Waste Authority. The 80-page research report included recommendations for a Visitor Centre location based on assessment of economic benefits to the community.
SATC Regional Perceptions Research	SATC	SATC funded	Advocated for SATC to conduct consumer research, which provided intel for the Regional Brand Project.
Tourism Australia (TA) Responsible Tourism, Tourism Impacts Report	TA	TA funded	Agreement between RDAEP and TA to conduct a responsible travel survey. Responsible Travel Messaging developed.
Eyre Peninsula Regional Visitor Guide	HWR Media	Cost Neutral	Large scale strategic overall of the guide and new content developed.
Eyes on Eyre Online Camping Pilot	Eyes on Eyre	\$500k grant funding obtained	\$500k in grant funding (from DEW) obtained by RDAEP, utilised to establish a pilot for online booking for council managed campgrounds.

Finalised and acquitted the Eyes on Eyre WIFI node pilot project	SATC grant funding	SATC, Eyes on Eyre, 3 councils	\$200k in grant funding was obtained in 2019 by RADEP from SATC to install 4 Wi-Fi nodes, for 2-year pilot. The project was acquitted in 2022 and ownership and management of the nodes was transferred to councils.
NECI Photoshoots	Tourism Australia	TA	RDAEP worked with TA and SATC on 12 tour operator photo shoots. The result was a suite of new, contemporary, destination marketing images.
<p>Conferences / Events Attended:</p> <ul style="list-style-type: none"> <li>• Destination Australia Conference and Regional Tourism Managers Forum, Melbourne – March 2022</li> <li>• Tourism in SA matters policy forum breakfast with SA Premier – March 2022</li> <li>• Australasian Hotel Industry Conference &amp; Exhibition – 3-5 May 2022</li> <li>• SA Visitor Information Centre Conference, Port Lincoln – 10-11 May 2022</li> <li>• Presented at the Building Sustainable Businesses Event, Port Lincoln – 18 May 2022</li> <li>• TiCSA Art of Tourism Conference, Adelaide – 31 May 2022</li> <li>• TiCSA Tourism Industry Awards, Nov 2021</li> <li>• 2 x SA Regional Tourism Managers Forum (July and Dec)</li> </ul>	RDAEP	RADEP	This is a selection of major conferences and events attended and doesn't include general regional meetings and activity.
<b>FY22/23</b>			
Eyre Peninsula Visitor Guide	HWR Media	Cost Neutral	Guide content reviewed, refreshed, and reprinted.
Regional Brand Project	Fuller	\$77k Council funded	Project managed over 10 months, including project design and management, consultation, and brand reveal event.

Brand Video developed	Fuller, RADEP, SATC	\$12k	Video funded by RDAEP and SATC marketing Coop
Far West Aboriginal Tourism Strategy	Far West Stakeholders	Income to RDAEP \$30k	Wrote a review and provided a recommended strategy and action plan.
Destination Marketing Plan 2025	The Tourism Collective	\$30k (SATC)	Strategic marketing gaps filled and used to inform Regional Brand Project.  Funded from SATC Marketing Coop FY21/22.
Image gap analysis and library development	The Tourism Collective	\$15k (SATC)	The Tourism Collective were engaged to analyse 20,000 images against the new Eyre brand and photography style guidelines, and image gaps for the region were identified.  Funded from SATC marketing coop.
Social Media Management	The Tourism Collective & In house	\$7,200 (SATC), RDAEP	Social media planning and strategy development.  Funded from SATC marketing coop.
Eyre Peninsula website planning	The Tourism Collective	\$4,500 (SATC)	Website planning and site mapping development.  Funded from SATC marketing coop.
EP Tourism Network SharePoint Page	RDAEP	Inhouse	Site established to share tourism information and resources to businesses and councils on Eyre Peninsula.
Conferences / Events Attended: <ul style="list-style-type: none"> <li>• Destination Australia Conference and Regional Tourism Managers Forum, Sydney – March 2023</li> <li>• Australian Regional Tourism Conference, Bendigo – October 2022</li> <li>• 2 x SA Regional Tourism Managers Forum - July and Dec.</li> </ul>	RDAEP	RDAEP	This is a selection of major conferences and events attended and doesn't include general regional meetings and activity.



## 13.0 Measuring Success

*Success for the Eyre Peninsula visitor economy looks like communities who are engaged and proactive, industry who feel heard and supported, environments and cultures that are nurtured and regenerating, and the viability of sustainable tourism businesses.*

Measuring Success	
Destination Stewardship Success:	A sustainable and transparent approach to tourism management is achieved through engagement with the community, industry, and stakeholders to ensure tourism meet the values and needs of the destination.
By 2025 Eyre Peninsula will:	<ul style="list-style-type: none"> <li>• Have a long-term commitment to planning and resourcing for regional tourism and implementation of this plan.</li> <li>• The community and industry are engaged in tourism on the EP and are visitor economy advocates.</li> <li>• Have established a relevant, valid, and sustainable data set to share insights and report on the success of the Destination Management Plan</li> </ul>
Brand Marketing Success:	Eyre Peninsula's marketable competitive strengths are promoted via a consistent Eyre brand message to inspire travel from the region's visitor personas and markets and encourages responsible travel to drive even dispersal of visitation.
By 2025 Eyre Peninsula will:	<ul style="list-style-type: none"> <li>• Strengthen the regional tourism brand to ensure it leverages the region's competitive advantage and positions EP as an aspirational tourism destination to target visitors.</li> <li>• Co-create and share stories to promote EP's experience strengths to inspire visitation.</li> <li>• Manage a high performing destination website to inspire and help Visitor Personas and markets throughout their whole travel journey.</li> <li>• Maintain print collateral that supports positive promotion of the EP and aligns with target visitor personas regional objectives.</li> <li>• Activate a strategic and efficient approach to social media to connect and engage with communities, and to inspire travel to EP.</li> </ul>

Collaboration Success:	Tourism stakeholders of the Eyre Peninsula are collaborative, consultative, and strategically aligned, minimising challenges, maximising resources are ensuring visitors have a consistent quality destination experience.
By 2025 Eyre Peninsula will:	<ul style="list-style-type: none"> <li>• Facilitate collaboration between local stakeholders to deliver a cohesive and marketing and visitor servicing that enhances the visitor experience.</li> <li>• Increase visibility and alignment of the EP through collaboration with State departments on marketing, PR, travel trade.</li> <li>• Expand the presence of the EP across Tourism Australia's destination marketing activations.</li> <li>• Establish and strengthen partnerships with relevant niche sector markets, businesses, organisations, media, and trade and brand partners.</li> <li>• Take a collaborative approach to Responsible Travel, to educate visitors on appropriate behaviour and manage impacts</li> </ul>
Experience and Supply Development Success:	<p>Support development of tourism products that align with the Eyre brand promise and fill product gaps.</p> <p>Enhance the appeal of the region and ability to support visitation, through strategic product development and tourism infrastructure.</p>
By 2025 Eyre Peninsula will:	<p>Support development of tourism products that align with the Eyre brand promise and fill product gaps.</p> <p>Tourism infrastructure is identified and advocated for, to support safe and quality visitor experiences that are sustainably managed.</p>
Industry Capability Success	Raise the capability of the Eyre Peninsula tourism industry to develop quality visitor experiences, attract visitors via distribution channels and manage sustainable businesses.
By 2025 Eyre Peninsula will:	<ul style="list-style-type: none"> <li>• Businesses are supported in their business development journey and grow in confidence due to participation in capacity development programs.</li> <li>• EP businesses connected with trade distribution opportunities and information, to grow visitation from high value source markets and travellers.</li> <li>• Pathways for increased participation of Aboriginal people in tourism on the EP</li> </ul>

## Key Performance Indicators

The success of the EP DMP will be measured annually across five key metrics from various sources of data. Two reports will be shared with stakeholders annually, with quarterly updates to incorporate new insights as they become available.

Metric	Data Source	Intention	Timing	Report
Economic Indicators	SATC Regional Profile	Spend Visitation Visitor Profile	Annually	Data and Insights Report
	SATC Performance Reports	Spend Visitation Visitor Profile	Bi-annually	Data and Insights Report
Community Sentiment	Survey	Visitor behaviour Environment Social sentiment	Annually	Data and Insights Report
Industry Sentiment	Survey	Seasonal Demand Visitor Profile	Annually	Data and Insights Report
Visitor Tracking & Sentiment	Localis	Visitor Dispersal Seasonality Supply / Capacity	Quarterly	Data and Insights Report
	Desktop Research & Review Pro	Monitor Brand Promise Alignment of push / pull factors. Insights to refine marketing themes and messaging	Annually	Data and Insights Report
Marketing Performance	Google Analytics, Adobe Analytics, Iconosquare.	Create a marketing dashboard to track and monitor performance of regional marketing assets. Reflect, review, and realign to ensure best practice.	Quarterly	DMP Progress Report

