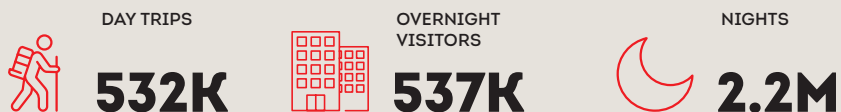


RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | EYRE PENINSULA

EYRE PENINSULA PRIORITY

The opportunity for the Eyre Peninsula is to capitalise on its pristine nature, immersive wildlife experiences and coastal lifestyle to drive increased overnight stays from domestic and international visitors. The region has approximately 100 state, national and conservation parks, ten state marine parks, and three commonwealth marine reserves. A whole of tourism approach is needed across marketing, events, product development, council collaboration and investment. For more details refer to the Regional Visitor Strategy (RVS) 2025 at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



36,715**
CAPACITY PASSENGERS & CREW

EMPLOYMENT



2,100
DIRECT JOBS

700
INDIRECT JOBS

1 IN 11^a
DIRECT JOBS SUPPORTED BY TOURISM

620
TOURISM BUSINESSES

2023 ACTUAL

\$591M*

2025 TARGET



\$397M

PERCENTAGE OF 2025 TARGET MET



149%

SATC EXPERIENCE NATURE TOURISM FUND



3[†]
SUCCESSFUL PROJECTS

\$59,536
FUNDING AMOUNT

\$77,190
TOTAL PROJECT VALUE

REGIONAL EVENTS



47[^]
NUMBER OF EVENTS

5
SATC FUNDED EVENTS

ACCOMMODATION



2,997
TOTAL ROOMS ATDW LISTED

59%[®]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Eyre Peninsula was showcased in the Travel. Our Way. domestic tourism campaign which leans into the thrill-seeking adventure of shark cage diving, swimming with sea lions, sand boarding and oyster farm tours. Eyre Peninsula is a key destination for South Australians, attracting \$325 million expenditure from intrastate overnight visitors in 2023[†].

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. ^aDATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. [†]INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. [^]EVENTS ON AVERAGE OVER 12 MONTH PERIOD. [®]ON AVERAGE. ^{**}CAPACITY NOT ACTUAL.