EYRE PENINSULA

RVS PROGRESS SNAPSHOT 1 JAN–31 DEC 2024

REGIONAL HIGHLIGHT

With support from the Experience Nature Tourism Fund, Fowlers Bay Conservation Park now offers guided tag-along tours—giving visitors an insider-led way to wander its sweeping coastlines and discover local wildlife with ease.

EYRE PENINSULA PRIORITY

The Eyre Peninsula is all about wild beauty, close-up encounters with nature, and a laid-back coastal way of life. There's a big opportunity to turn that into more overnight stays—from curious locals to international adventurers—by making it even easier to explore, stay, and connect with this incredible place.

With over 100 conservation parks on land and at sea—including state and national parks, marine parks and reserves—the region is brimming with nature worth protecting and sharing. Realising its full potential calls for a joined-up approach across marketing, events, product development, local councils and investment.

For the full story, head to the 2025 RVS at **tourism.sa.gov.au**.

DAY TRIPS	OVERNIGHT VISITORS	NIGHTS
401k	455k	1.7M

EXPERIENCE DEVELOPMENT PROGRAM

2† Businesses supported

ATDW LEADS TO BUSINESSES

231K§ Via southaustralia.com

CRUISE SHIP ARRIVALS	CAPACITY PASSENGERS & CREW
41	56,784**

2024 ACTUAL EXPENDITURE

$455M*

ECO EYRE, EYRE PENINSULA

2025 TARGET	PERCENTAGE OF 2025 TARGET MET
$397M	115%

SATC EXPERIENCE NATURE TOURISM FUND

2†	$92,798	$128,766
Successful projects	Funding amount	Total project value

REGIONAL EVENTS

64^	3
Number of events	SATC funded events

ACCOMMODATION

2,807	53%¤
Total rooms	Occupancy

EMPLOYMENT

2,100	1,000
Direct jobs	Indirect jobs
1 IN 15	610
Jobs supported by tourism	Tourism businesses

SOUTH AUSTRALIA

SOUTH AUSTRALIAN REGIONAL VISITOR STRATEGY

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2024, STR GLOBAL YEAR END DECEMBER 2024, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2024, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2024. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ¤ON AVERAGE. **CAPACITY NOT ACTUAL. §ESTIMATED NUMBER OF LEADS, IF COOKIES WERE ENABLED, BASED ON EARLIER YEAR DATASETS.