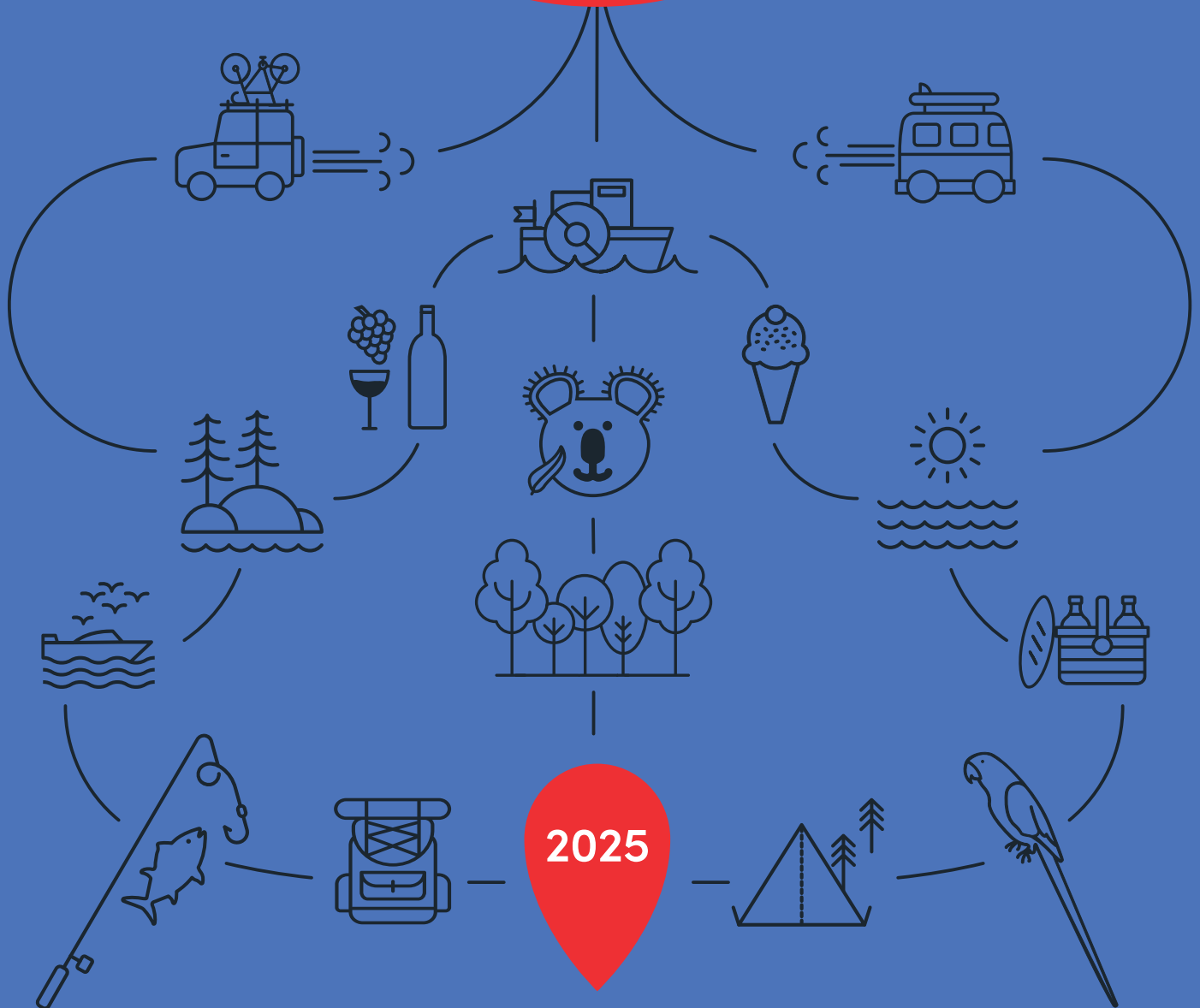


**SOUTH  
AUSTRALIAN**

**REGIONAL**

**VISITOR  
STRATEGY**



**Realising the potential of the  
regional visitor economy by 2025**










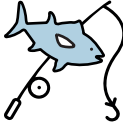


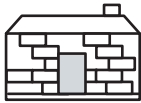




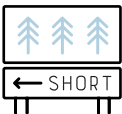




## **ACKNOWLEDGEMENT OF COUNTRY**

**South Australia's Regional Tourism Organisation's, the South Australian Tourism Commission, and their collective stakeholders acknowledge Aboriginal people as the First People and Nations of the lands and waters we live and work upon.**

**We pay our respects to their Elders past, present and emerging. We acknowledge and respect the deep spiritual connection and relationship Aboriginal and Torres Strait Islander people have to Country.**

# Regional response priorities

Each region has a selection of experiences which reflect the strengths and priorities of that region.

				
Aquatic adventures	Beach / coastal	Camping	Caravanning	Cycling
				
Domestic visitors	Family	Fishing	Food, wine and beverages	Hiking
				
Historic	International visitors	Aboriginal experiences	Local produce	Nature / wildlife
				
Short drive (close to Adelaide)	Long drive (touring route)	Regional airport	Regional transport	Water experiences
				Wellness



# Eyre Peninsula



## VISITOR SPEND

\$400 million

## EMPLOYMENT IN REGION

2100 direct + 800 indirect =

2900 jobs

1 in 13 jobs supported by the tourism industry

## POTENTIAL



## VISITORS

	VISITS	EXPENDITURE
Day trips	524,000	\$104m
Overnight	470,000	\$296m
OVERNIGHT SPLIT		
International	20,000	\$9m
Interstate	118,000	\$87m
Intrastate	332,000	\$200m

## OCCUPANCY AND RATES

	EYRE PENINSULA	REGIONAL AVERAGE
Occupancy	50%	51%
RevPAR (average yield of a hotel room)	\$59	\$76

585 tourism businesses  
304 businesses listed on Australian Tourism Data Warehouse (ATDW)

Sources: International Visitor Survey, National Visitor Survey, Tourism Research Australia December 2019, STR Global, Australian Tourism Data Warehouse, Australian Bureau of Statistics, Regional Tourism Satellite Accounts 2018-19

## Eyre Peninsula priorities

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.

### Marketing

- Improve the region's digital presence and align this with South Australian Tourism Commission's digital efforts.
  - Increase promotion of the region's competitive strengths and new offerings (coastal, wildlife, seafood, soft adventure, outback, Aboriginal experiences, and astrotourism).
  - Promote different seasonal wildlife and nature occurrences across the whole year.
  - Grow select smaller higher yielding cruise visitation and capture greater onshore regional spend.
  - Capitalise on the region's appeal and growth potential from relevant South Australian Tourism Commission international market priorities.
  - Develop a regional brand strategy that identifies and communicates the unique qualities of the Eyre Peninsula including the Seafood Frontier brand.
- Embrace the evolution of the Seafood Frontier brand for those experiences related to coastal Eyre Peninsula.
  - Build the region's accommodation yields by aiming to develop 63 new rooms and upgrade 133 rooms (from 3 to 4-star) by 2025, especially in more remote locations.
  - Encourage the development of sustainable 5 or 6-star accommodation in a national park or iconic natural location.
  - Support the Eyes on Eyre project, which includes camping infrastructure, regional trails, wayfinding and signage, Wi-Fi and visitor interpretation experiences.
  - Maintain and enhance key coastal infrastructure and national parks including trails for walking and cycling and recreational fishing.
  - Invest in infrastructure that supports the drive market and encourages overnight stays.
  - Address reliability of water, energy supply and telecommunications for regional tourism related businesses.

### Experience and supply development

- Create compelling new visitor experiences across coastal, wildlife, seafood, outback, soft adventure, astrotourism, and Aboriginal themes.
- Increase bookable products via travel intermediaries that help build the region's profile domestically and internationally.



In early May, the Head of Bight becomes a nursery for calving Southern Right Whales.



## Collaboration

- Develop the region's network of visitor information services to meet changing consumer behaviour and digital needs.
- Build on existing partnerships and collateral to drive dispersal to inland and outback Eyre Peninsula.
- Continue working with aviation partners to deliver flexible and affordable access to the region for business and leisure travellers and regain lost COVID-19 capacity and loads.
- Increase visitation along the Seafood Frontier touring route and foster dispersal from the route to other parts of the region including inland.
- Increase collaboration and alignment of activities across the three tiers of Federal, State, and local government including Regional Development Australia Eyre Peninsula led projects for greater impact.

## Industry capability

- Raise industry capability in the areas of digital marketing, business operations, product development, event management and event promotion.
- Support Aboriginal tourism operators across all areas for business growth.

## Leisure and business events

- Create an event strategy to support, develop and attract events that are fitting to the character and aspirations of the region and build a balanced portfolio of signature events.
- Grow existing signature events such as Tunarama, and create new community events to attract new visitors and increase length of stay and visitor spend.
- Build regional event resourcing to support this event strategy.



Coffin Bay is home to the world-famous Coffin Bay oyster.

### PARTNERS



The key stakeholders are Regional Development Australia Eyre Peninsula, the Eyre Peninsula Local Government Association and its member councils and South Australian Tourism Commission.



**LET'S BUILD A GREAT  
FUTURE TOGETHER**

