

RVS PROGRESS SNAPSHOT

1 JAN - 31 DEC 2021 | FLEURIEU PENINSULA

REGIONAL PRIORITY

The key priorities for the Fleurieu Peninsula are to encourage year-round visitation and drive visitor yield. The aim is to grow spend from day-trippers and local residents, as well as convert some day trips into overnight stays. Levers include events, accommodation improvement, experience development and marketing. For more details refer to 2025 RVS at tourism.sa.gov.au



ATDW LEADS TO BUSINESSES

305,838

VIA SOUTHAUSTRALIA.COM



DAY TRIPS

2.6M



NIGHTS

2.57M



OVERNIGHT

894K



NEW PRODUCTS/EXPERIENCES

33



NEW TOURISM SIGNS

43

EMPLOYMENT



3,700
DIRECT
JOBS

1,200
INDIRECT
JOBS

1 IN 7
JOBS SUPPORTED
BY TOURISM

800
TOURISM
BUSINESSES

2025 TARGET

2021 ACTUAL

\$643M

\$663M

SATC GREAT STATE VOUCHERS (1-6)



183

NUMBER OF TOURISM
BUSINESSES

11,119

NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



15

SUCCESSFUL
PROJECTS

\$3,063,711

FUNDING
AMOUNT

\$19,983,787

TOTAL PROJECT
VALUE

REGIONAL EVENTS



71⁺

NUMBER OF
EVENTS

1

FUNDED
EVENTS

\$5,000

SATC
FUNDING

ACCOMMODATION



94

NEW
ROOMS

29

REFURBISHED
ROOMS

2,541

TOTAL
ROOMS

54%**

OCCUPANCY

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2021, STR GLOBAL YEAR END DECEMBER 2021, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2021*, AUSTRALIAN BUREAU OF STATISTICS * DATA CAPTURED FOR YEAR END JUNE 2020. † EVENTS ON AVERAGE OVER 12 MONTH PERIOD ** ON AVERAGE



SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY