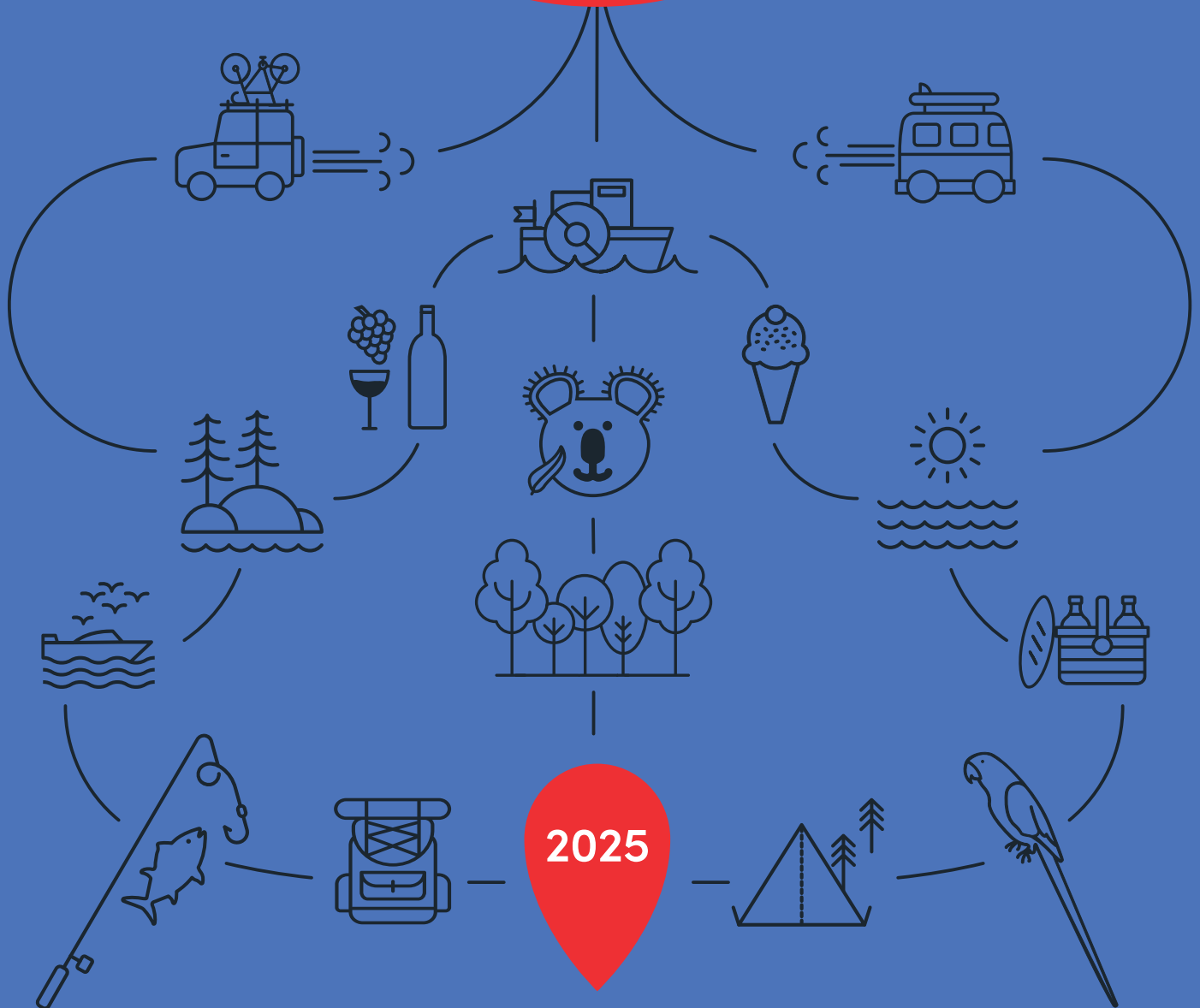


**SOUTH
AUSTRALIAN**

REGIONAL

**VISITOR
STRATEGY**



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










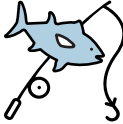


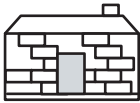




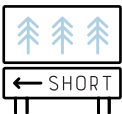





ACKNOWLEDGEMENT OF COUNTRY

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.

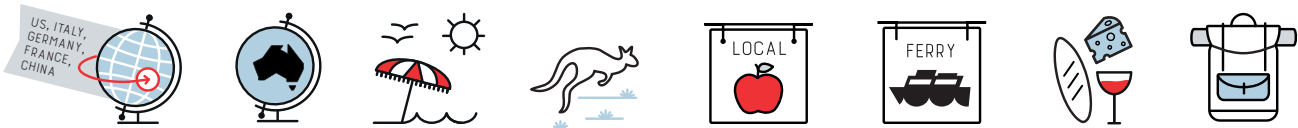
Regional response priorities

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



Kangaroo Island



VISITOR SPEND

\$141 million

EMPLOYMENT IN REGION

900 direct + 300 indirect =

1,200 jobs

1 in 3 jobs
supported by the
tourism industry

POTENTIAL



VISITORS

	VISITS	EXPENDITURE
Day trips	72,000	\$11m
Overnight	172,000	\$130m
OVERNIGHT SPLIT		
International	47,000	\$38m
Interstate	53,000	\$46m
Intrastate	72,000	\$46m

OCCUPANCY AND RATES

	KANGAROO ISLAND	REGIONAL AVERAGE
Occupancy	57%	51%
RevPAR (average yield of a hotel room)	\$176	\$76

115 tourism businesses
223 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

Kangaroo Island priorities

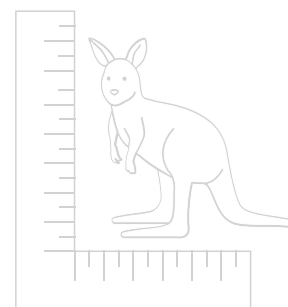
After the devastating summer 2020 bushfires in which more than 40% of Kangaroo Island was impacted, the Island's priority is industry resilience and regrowth. As an established visitor region, the focus for Kangaroo Island has always been about exceeding on visitor expectations, growing visitor yield, dispersal and managing the sustainable development of tourism on the Island. With highly seasonal visitation, encouraging visitation in the quieter months of May to August continues to be a priority.

Marketing

- Promote Kangaroo Island as an all-year destination with a reinforced winter message.
- Provide a greater focus on the domestic market while maintaining international market engagement.
- Explore new international market opportunities such as New Zealand.
- Continue to build the profile of the Island's artisan producers, wine and other beverage makers and artists.
- Promote Kangaroo Island's brand essence of immersive nature and wildlife encounters and seasonal natural occurrences.
- Cross promotion of local businesses and local produce.
- Align digital marketing efforts with the South Australian Tourism Commission and Tourism Australia to maximise operator leads.

Experience and supply development

- Develop and activate nature trails year-round to cater to soft adventure activities.
 - Support operators to continue in the winter months.
 - Develop and support dining options and encourage the use of local produce on menus.
- Establish ways to capture and track the Island's total bed capacity more accurately.
 - Foster the development of 58 new rooms and upgrading of at least 32 rooms (from 3 to 4-star) by 2025.
 - Explore potential internal Island transport links for visitors.
 - Advocate for significant improvements in telecommunication black spot areas.
 - Advocate for improvements to tourism infrastructure. This includes the installation of roadside stopping bays for wildlife/nature encounters and coastal jetties.
 - Support infrastructure and experience development in the main hubs such as Kingscote, American River, Penneshaw and Parndana.
 - Ensure land and sea access to Kangaroo Island remains competitive and delivers on visitor requirements.
 - Together with the South Australian Tourism Commission and Kangaroo Island Council work to attract and retain regular air services to the Island.
 - Advocate for improved and well-maintained marine infrastructure that supports consistent and safe ferry services.



Kangaroo Island is approximately 145 km long and 90 km wide and is Australia's third largest Island.



Collaboration

- Increase visitor information services across the Island.
- Utilise operators and locals better as visitor information ambassadors.
- Champion for inclusion in Tourism Australia’s Signature Programs.
- Use the Southern Ocean Drive as a platform for marketing and cross-regional collaboration.
- Explore collaborative marketing opportunities with other regions.
- Collectively monitor the cruise market’s sustainability while delivering on cruise visitor expectations.
- Generate Island wide collaboration to rebound and grow sustainably.
- Work with Department for Environment and Water to support Kangaroo Island Fire Recovery Projects.

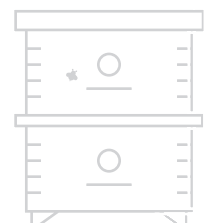
Industry capability

- Explore ways to attract and retain skilled workers.

- Improve operator capabilities in digital marketing, storytelling, and international product and distribution.
- Maintain support for Tourism Optimisation Management Model (TOMM) data collection and its use for decision making.
- Work with industry to be travel trade-ready.
- Provide support to tourism businesses to help adjust product that will appeal to the domestic market.

Leisure and business events

- Support signature events (e.g. Kangaroo Island Racing Carnival, Marathon), and smaller established events.
- Leverage major mainland events to encourage visits to Kangaroo Island.
- Prioritise new leisure events that are low-impact, spread throughout the year and reflect the Island’s brand positioning.
- Package and promote the island to the domestic business events sector.



Kangaroo Island has the world’s purest strain of disease-free Ligurian bees.

PARTNERS



The key stakeholders are Kangaroo Island Tourism Alliance (formerly known Kangaroo Island Tourism Food Wine and Beverage Association), Department for Environment and Water, Regional Development Australia Adelaide Hills, Fleurieu and Kangaroo Island, Kangaroo Island Council and South Australian Tourism Commission.



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

