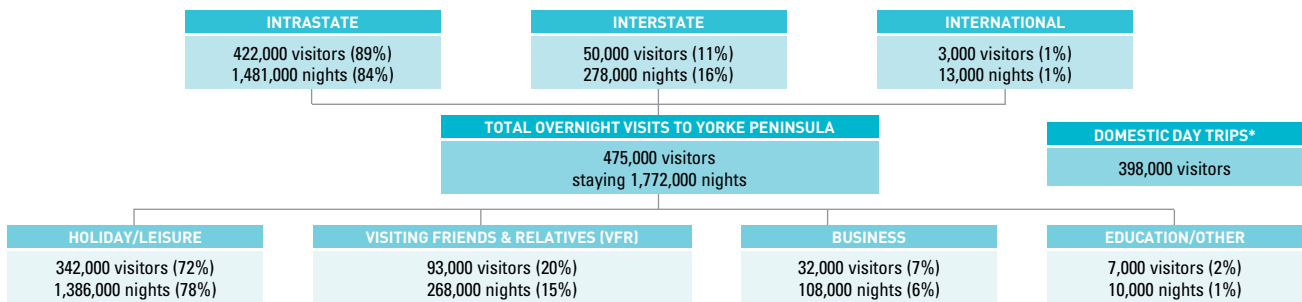




YORKE PENINSULA

REGIONAL TOURISM PROFILE 2008

YORKE PENINSULA MARKET SUMMARY 2008



- In 2008, there were an estimated 475,000 overnight visitors to the Yorke Peninsula tourism region who stayed more than 1.7 million nights in the region.
- 15% of all overnight visitors to regional SA (excludes Adelaide tourism region) included a stay in the Yorke Peninsula, and the region accounted for almost 15% of visitor nights to regional SA.
- On average, overnight visitors to the region stayed 3.7 nights with international visitors staying 4.1 nights, interstate visitors 5.6 nights and intrastate visitors 3.5 nights.
- In 2008, spending by domestic overnight visitors to the Yorke Peninsula was estimated by Tourism Research Australia (TRA) to be \$139 million or an average of \$79 per visitor night.
- Domestic day trip visitors to the region in 2008 spent an estimated \$36 million or an average of \$91 per visit.

* Domestic day trips are defined as trips involving a round trip of at least 50km and being away from home for at least 4 hours, but not overnight.

PROFILE OF DOMESTIC VISITORS

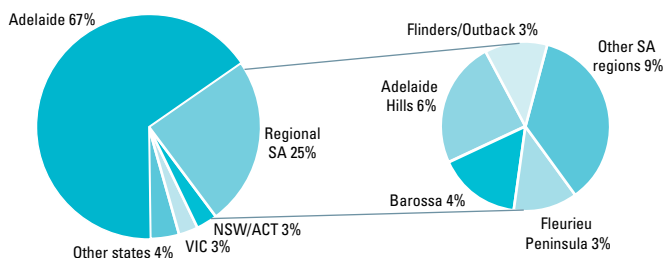
- During the 3 years 2006-2008 there were an average of 459,000 domestic overnight visitors per annum to the Yorke Peninsula.
- On average 419,000 visited the region per annum for holiday/leisure or visiting friends and relatives (VFR) purposes.

This section summarises the characteristics of domestic overnight holiday/VFR purpose visitors to the Yorke Peninsula tourism region from 2006-2008.

Where are domestic visitors from?

Between 2006-2008, Yorke Peninsula had a higher proportion of its domestic holiday/VFR visitors from intrastate (92%) than any other region. More than two thirds of the regions visitors were from Adelaide (67%).

Domestic holiday/VFR visitors to Yorke Peninsula by origin, 2006-2008



Source: TRA, NVS 2006-2008

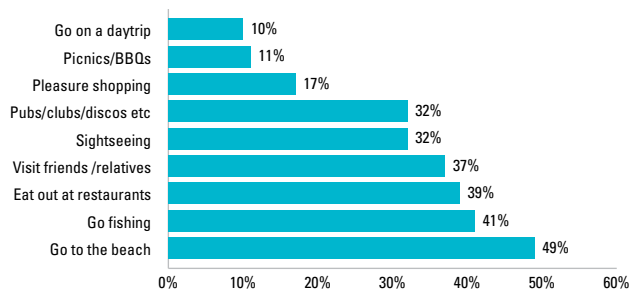
What transport do visitors use?

95% of domestic holiday/VFR visitors from 2006-2008 used private/company car to travel to the Yorke Peninsula, a higher proportion than for any other SA tourism region, which highlights the self drive nature of the destination.

What do they do?

The most popular activities in the Yorke Peninsula from 2006-2008 were going to the beach (49%) and fishing (41% – which is a higher proportion than for any other SA region). As with most regions, visitinng friends and relatives, eating out and sightseeing were also popular activities. The Yorke Peninsula also had the highest proportion of visitors to pubs/clubs/discos etc (32%) than any other SA region.

Domestic holiday/VFR visitors to Yorke Peninsula by activities, 2006-2008



Source: TRA, NVS 2006-2008



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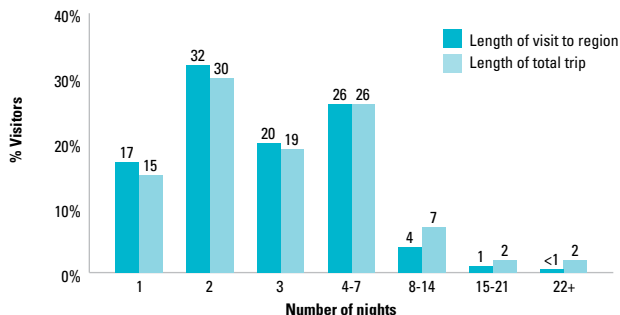


Yorke Peninsula.
South Australia.

How long do they stay?

The average length of stay in the Yorke Peninsula by domestic holiday/VFR visitors between 2006-2008 was 3.5 nights. 17% of visitors to the region stayed 1 night, and a further 52% stayed 2 or 3 nights, the highest proportion of visitors staying 2-3 nights for any SA region. Generally, the length of total trip is similar to the length of visit to the region, that is, most visitors to the Yorke Peninsula stayed in the region their entire trip (87% of visitors have only 1 stopover – a higher percentage than all other SA regions). There are, however, 5% of visitors that have 4 or more stopovers on their trip, suggesting that some of these travellers are on an extended touring trip.

Domestic holiday/VFR visitors to Yorke Peninsula by length of visit to region and length of total trip, 2006-2008

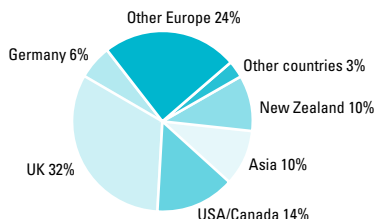


Source: TRA, NVS 2006-2008

PROFILE OF INTERNATIONAL VISITORS

Between 2006-2008, there was an annual average of almost 4,000 international visitors to the Yorke Peninsula who spent just over 19,000 nights per annum, with an average length of stay of 4.9 nights. 49% of these international visitors stayed 1-2 nights in the region and a further 39% stayed 3-7 nights.

International visitors to Yorke Peninsula by origin, 2006-2008



Source: TRA, IVS 2006-2008

- 32% of international visitors were from the UK, 14% from USA/Canada, 10% from both NZ and Asia and 24% from other European countries.
- 75% gave holiday as the main reason for visiting the region, 17% gave visiting friends and relatives, 7% visited for business and 1% for other reasons.
- The main type of accommodation used in the Yorke Peninsula region by international visitors was caravan park or commercial camping ground (47%) followed by the home of a friend or relative (23%) and 21% stayed in a hotel or motel. Significantly 2% of international visitors to the Yorke Peninsula stayed in a rented house/apartment/unit or flat and they accounted for 12% of visitor nights to the region.
- 23% of visitors to the Yorke Peninsula were classified by TRA as 'backpackers to Australia', that is, they used backpacker accommodation at some stage during their stay in Australia, but only 4% used backpacker accommodation while in the Yorke Peninsula region.

Prepared by the South Australian Tourism Commission, June 2009.

Current and previous profiles for all SA tourism regions plus other tourism research is available at www.tourism.sa.gov.au

Sources

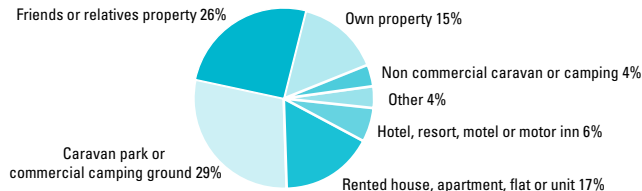
Data in this report is sourced from the International Visitor and National Visitor Surveys (IVS and NVS) conducted by Tourism Research Australia. These sources are based on sample surveys and, as with all sample surveys, are subject to sampling errors. Caution is required in interpreting some estimates. In particular, regional estimates can be affected by small sample size and can be subject to a high level of sampling error. Regional data should accordingly be used with a high level of caution and treated as being for indicative purposes only

TOURISM ACCOMMODATION

Accommodation Demand

During the 3 years 2006-2008 there was an average of almost 1.6 million nights per annum spent in the Yorke Peninsula by all purposes of domestic and international visitors. Of these nights, 29% were spent in a commercial caravan park or camping ground, 26% in the home of a friend or relative and 17% in a rented house, apartment, flat or unit.

International and domestic nights to Yorke Peninsula by accommodation used, 2006-2008



Source: TRA, NVS and IVS 2006-2008

Accommodation Supply

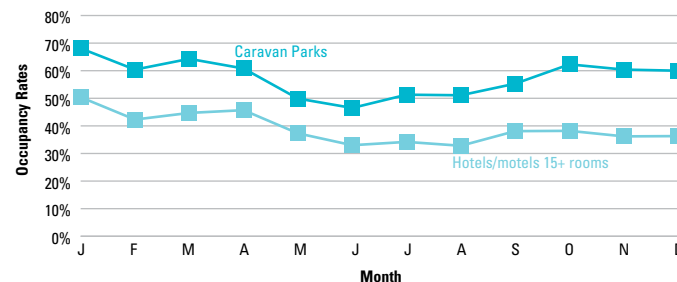
As at December 2008 and based on the ABS Survey of Tourism Accommodation for the Yorke Peninsula region:

Tourist accommodation supply and demand for Yorke Peninsula, 2008

	ESTABLISHMENTS	CAPACITY	NIGHTS SOLD	OCCUPANCY	TAKINGS
HOTELS/MOTELS 5+ ROOMS	22	259 rooms	37,000	39.2%	\$3.044m
CARAVAN PARKS	22	2,700 sites	568,000	57.6%	\$8.627m

Source: ABS Cat. No. 8635.4.55.001

Yorke Peninsula tourism region monthly accommodation occupancies 2008



Source: ABS Cat. No. 8635.4.55.001

Based on the SA Australian Tourism Data Warehouse (ATDW) database there were 85 self-contained and 2 B&B properties in the Yorke Peninsula region as at April 2009. Note that not all operators of this style of accommodation necessarily register with the ATDW.

Disclaimer

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