

# RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | YORKE PENINSULA

## YORKE PENINSULA

Yorke Peninsula's priority is to increase visitor expenditure and dispersal from intrastate and interstate self-drive markets. Developing new and promoting existing experiences that showcase the region's coastal lifestyle, wildlife and nature will be key. For more details refer to 2025 RVS at [tourism.sa.gov.au](http://tourism.sa.gov.au).



### NEW PRODUCTS / EXPERIENCES



### ATDW LEADS TO BUSINESSES



### CRUISE SHIP ARRIVALS



### EMPLOYMENT



## 2022 ACTUAL

# \$354M\*

## 2025 TARGET



## PERCENTAGE OF 2025 TARGET MET



## SATC EXPERIENCE NATURE TOURISM FUND



## REGIONAL EVENTS



## ACCOMMODATION



## REGIONAL HIGHLIGHT



Assisted in creating awareness of Yorke Peninsula's Aboriginal experiences by conducting a specific photo and film shoot in region.

SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2022, STR GLOBAL YEAR END DECEMBER 2022, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2022, AUSTRALIAN BUREAU OF STATISTICS. \*DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2022. †INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS, SINCLUDING EXPEDITIONS. ~EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ^ON AVERAGE. \*\*ROUNDED.