FLEURIEU PENINSULA 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 improvements, experience development and marketing. For more details refer to the Regional Visitor Strategy (RVS) 2025 at tourism.sa.gov.au.

DAY TRIPS





OVERNIGHT

VISITORS



NIGHTS

NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS





112,120 CAPACITY PASSENGERS & CREW

EMPLOYMENT



4.000 DIRECT JOBS

1.300 INDIRECT JOBS

1 IN 6° SUPPORTED BY TOURISM

910 TOURISM BUSINESSES 2023 ACTUAL

\$837M

2025 TARGET



\$643M (*)

PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



SUCCESSFUL **PROJECTS**

\$148,022 FUNDING AMOUNT

\$197,127 TOTAL PROJECT VALUE

REGIONAL EVENTS



294 NUMBER OF EVENTS

SATC FUNDED EVENTS

ACCOMMODATION



2,897 TOTAL ROOMS

52% OCCUPANCY ATDW LISTED STR DATA

REGIONAL HIGHLIGHT



Roll-out of the Fleurieu Peninsula Tourism Trade Ready Pathway Program 2023 which supported businesses to engage with international trade partners and support the return of international visitation.



DIRECT JOBS





SOURCES: INTERNATIONAL AND NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA YEAR END DECEMBER 2023, STR GLOBAL YEAR END DECEMBER 2023, AUSTRALIAN TOURISM DATA WAREHOUSE YEAR END DECEMBER 2023, AUSTRALIAN BUREAU OF STATISTICS. *DATA CAPTURED FOR VISITS, NIGHTS AND EXPENDITURE IS YOY DEC 2023. 'INCLUDES PROJECTS WHICH ENTER MULTIPLE REGIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. "ON AVERAGE. **CAPACITY NOT ACTUAL. 5CRUISE SHIP ARRIVALS VIA PORT ADELAIDE (SHORE EXCURSIONS ONLY)