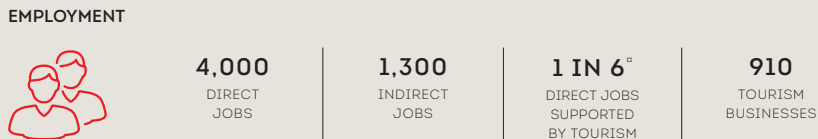
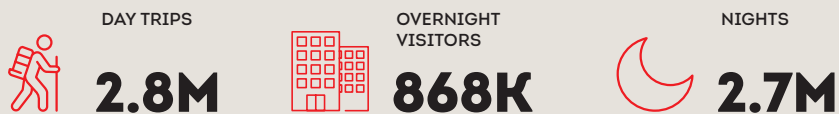


RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2023 | FLEURIEU PENINSULA

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.



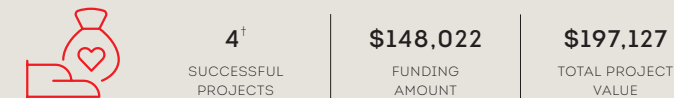
2023 ACTUAL

\$837M*

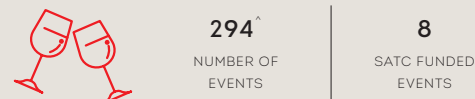
2025 TARGET



SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



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.

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. §CRUISE SHIP ARRIVALS VIA PORT ADELAIDE (SHORE EXCURSIONS ONLY).