

Yorke PENINSULA

Regional Strategic Tourism Plan 2011-2014

SUMMARY

The *Yorke Peninsula Regional Strategic Tourism Plan 2011-2014* maps out a clear direction for growing the region's tourism industry. It is strongly linked to the South Australian Tourism Commission's Regional Growth Plan and State Tourism Plan.

The Plan contains strategies to increase visitor numbers and increase spending in the region per visit by continually improving service standards in the industry, upgrading and expanding tourism experiences, improving infrastructure, optimising marketing and promotional opportunities, identifying and targeting high yielding visitors and encouraging visitors to stay longer.

It is a 'big picture' plan that is practical and achievable aimed at long-term sustainable growth.

A complete copy of the Plan can be downloaded from www.tourism.sa.com

VALUE OF TOURISM

Tourism is a vital industry to Yorke Peninsula and a very important economic driver. Visitor spending helps boost the local economy, creating wealth, new investment opportunities and most importantly jobs.

In 2009/2010, the total number of visitors to the Yorke Peninsula region was 883,000 made up of 436,000 domestic day trippers, 443,000 domestic overnight visitors who stayed over 1.4 million nights and 4,000 international visitors.

Total tourism expenditure in 2009/2010 was approximately \$166 million made up of \$33 million from domestic day trippers and \$132 million from domestic overnight visitors.

The \$166m of visitor expenditure in the Yorke Peninsula region in 2009/2010 generated approximately \$77 million in Gross Regional Product (GRP) and approximately 1,100 full and part time jobs.

THE VISION

By 2020, Yorke Peninsula will be recognised by intrastate and interstate visitors as the state's most attractive overnight and longer stay coastal destination outside of the Adelaide metropolitan area.

GROWTH TARGETS

The Plan's target is to increase visitor expenditure in the region by 3.5% each year to 2013/2014 and increase the return to the regional economy from this expenditure by at least 10%.

This would increase gross visitor expenditure from \$166 million in 2009/2010 to approximately \$191 million by 2013/2014.

PROJECT PARTNERS

- Yorke Peninsula Tourism
- District Council of the Copper Coast
- District Council of Yorke Peninsula
- District Council of Barunga West
- District Council of Mallala
- Wakefield Regional Council
- South Australian Tourism Commission
- Department of Environment & Natural Resources
- Regional Development Australia Yorke & Mid North

KEY FOCUS AREAS AND STRATEGIES

The Plan has a focus on three key areas and 10 strategies.

The key focus areas are:

Industry Development, which focuses on industry skills, innovation and continual improvement and optimising the return of industry growth to the region's economy.

Infrastructure and product development, which focuses on the range of tourism experiences available, the relationship of these experiences to key market segments and the availability of 'fit for purpose' infrastructure.

Destination marketing, which focuses on understanding, describing and promoting Yorke Peninsula tourism experiences to a range of markets with a special emphasis on identifying and optimising high yielding target markets.

The 10 Strategies are:

INDUSTRY DEVELOPMENT	1	Continually improve tourism industry performance and profitability through the application of up to date, relevant and accredited training.
	2	Optimise opportunities and minimise risks for the region's tourism industry arising from new state and local government policy and planning initiatives.
	3	Encourage wide participation of the region's business and broader community in the tourism industry in order to optimise the return to the regional economy from visitor expenditure.
	4	Recognise the range of tourism leadership groups in the region and work towards building a cohesive, region wide approach through effective networking.
INFRASTRUCTURE & PRODUCT DEVELOPMENT	5	Enhance and continually improve existing tourism experiences and support the development of new tourism experiences, particularly iconic or key experiences.
	6	Develop new and innovative tourism experiences.
	7	Build relationships between the region's tourism industry and those agencies at Commonwealth, State and Local Government level with a role in supporting tourism.
	8	Develop the role of Visitor Information Centres (VICs) as sustainable businesses integral to supporting the region's tourism industry and recognise and support the contingent of volunteers who work in VICs and elsewhere in the industry.
DESTINATION MARKETING	9	Clearly understand and accurately describe the region's tourism industry.
	10	Get the most successful marketing messages to the most appropriate markets using the most effective media.

The complete *Yorke Peninsula Regional Strategic Tourism Plan 2011 – 2014* also outlines the actions, tasks and measures which support each of the strategies.

A complete copy of the Plan can be downloaded from www.tourism.sa.com

For further information please contact:

Yorke Peninsula Tourism

PO Box 417, Kadina, SA 5554

Phone: 08 8821 2663

Fax: 08 8821 4588

Email: rmm@yorkepeninsula.com.au

