

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | EYRE PENINSULA

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The opportunity for the Eyre Peninsula is to capitalise on its pristine nature, immersive wildlife experiences and coastal lifestyle to drive increase overnight from domestic and international visitors. The region has approximately 100 State, National and Conservation Parks, ten State Marine Parks, and three Commonwealth Marine Reserves. A whole of tourism approach is needed across marketing, events, product development, council collaboration and investment. For more details refer to 2025 RVS at tourism.sa.gov.au.



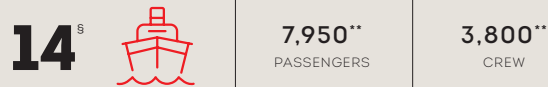
NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



EMPLOYMENT



2022 ACTUAL

\$503M*

2025 TARGET



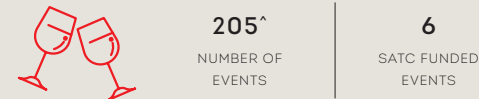
PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



Eyre Peninsula developed a regional brand strategy that identified and communicates the unique qualities of the 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.