

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | KANGAROO ISLAND

KANGAROO ISLAND

After the summer 2020 bushfires in which more than 40% of Kangaroo Island was impacted, the Island's priority is industry resilience and regrowth. As an established visitor region, the focus for Kangaroo Island has always been about exceeding on visitor expectations, growing visitor yield, dispersal and managing the sustainable development of tourism on the Island. With highly seasonal visitation, encouraging visitation in the quieter months of May to August continues to be a priority. For more details refer to 2025 RVS at tourism.sa.gov.au.



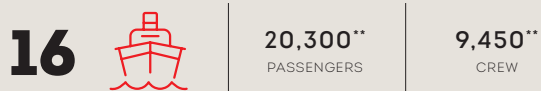
NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



EMPLOYMENT



2022 ACTUAL

\$187M*

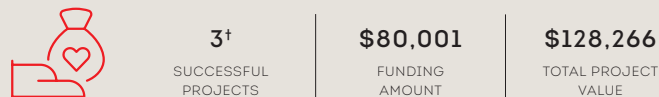
2025 TARGET



PERCENTAGE OF 2025 TARGET MET



SATC EXPERIENCE NATURE TOURISM FUND



REGIONAL EVENTS



ACCOMMODATION



REGIONAL HIGHLIGHT



The KI Cup Carnival continues to be a hallmark event for the Island, attracting thousands of attendees each year and in 2022 more than 77% of attendees stayed on the Island for 3 nights or more.

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.