

RVS PROGRESS SNAPSHOT

JAN 1 - DEC 31 2022 | FLEURIEU PENINSULA

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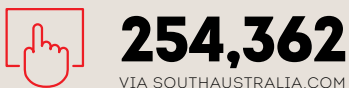
The key priorities for the Fleurieu Peninsula are to encourage year-round visitation and drive visitor yield. The aim is to grow spend from day-trippers and local residents, as well as convert some day trips into overnight stays. Levers include events, accommodation improvement, experience development and marketing. For more details refer to 2025 RVS at tourism.sa.gov.au.



NEW PRODUCTS / EXPERIENCES



ATDW LEADS TO BUSINESSES



CRUISE SHIP ARRIVALS



27,050^{}**
PASSENGERS

12,000^{}**
CREW

EMPLOYMENT



4,200
DIRECT JOBS

1,600
INDIRECT JOBS

1 IN 6[†]
DIRECT JOBS SUPPORTED BY TOURISM

900
TOURISM BUSINESSES

2022 ACTUAL

\$665M*

2025 TARGET



\$643M

PERCENTAGE OF 2025 TARGET MET



103%

SATC EXPERIENCE NATURE TOURISM FUND



6[†]
SUCCESSFUL PROJECTS

\$136,906
FUNDING AMOUNT

\$206,807
TOTAL PROJECT VALUE

REGIONAL EVENTS



644[^]
NUMBER OF EVENTS

8
SATC FUNDED EVENTS

ACCOMMODATION



2,925
TOTAL ROOMS ATDW LISTED

50%[~]
OCCUPANCY STR DATA

REGIONAL HIGHLIGHT



Developed stakeholder marketing collaborations with a focus on digital, through integrating the Fleurieu Peninsula website onto southaustralia.com to increase traffic through to tourism operators.

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, INCLUDING EXPEDITIONS. ^EVENTS ON AVERAGE OVER 12 MONTH PERIOD. ~ON AVERAGE. **ROUNDED.