

CONSULTATION DRAFT

REGIONAL STRATEGIC TOURISM PLAN 2011 – 2014

Welcome to the Consultation Draft of the Regional Strategic Tourism Plan for Yorke Peninsula. Your views and ideas are most welcome.

The Plan is being developed by the following key stakeholders with specialist and technical input along the way as required:

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| 1. Yorke Peninsula Tourism (YPT) | 7. SA Tourism Commission (SATC) |
| 2. District Council of the Copper Coast | 8. Department of Environment and Natural Resources (DENR) |
| 3. District Council of Yorke Peninsula | 9. Regional Development Australia (RDA) Yorke and Mid North |
| 4. District Council of Barunga West | |
| 5. District Council of Mallala | |
| 6. Wakefield Regional Council | |

This important Plan will guide the development of the region's tourism industry over the next four years. An invitation is extended to anyone with an interest in the tourism sector to contribute to the development of the Plan.

How to get involved

1. **Download** the Consultation Draft and feedback form at www.tourism.sa.com then click on the 'Regions' section
2. Hear more and have a say at the **Public Forum**:
 - at Maitland Town Hall
 - from 5.30pm – 7.30pm
 - on Wednesday 15 June 2011
3. Attend one of two **tourism operator reference group meetings**:

<ul style="list-style-type: none"> • at Yorketown Town Hall • from 11.00am – 1.00pm • on Thursday 16 June 2011 	<ul style="list-style-type: none"> • or at Kadina Town Hall • from 4.00pm – 6.00pm • on Thursday 16 June 2011
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Please RSVP to Steph March, email smarch@coppercoast.sa.gov.au or ph 8828 1200 to assist us with planning and catering for these events.

This Consultation Draft is not the whole Plan but a summary of the work undertaken to date. It provides a basis for stakeholders to comment on, add to, confirm and question in order to create a Plan that is well understood by the whole community.

For further information contact Bob Goreing on mobile 0418 816 788

1.0 INTRODUCTION

1.1 What is this Plan seeking to achieve?

The 2011 – 2014 Regional Strategic Tourism Plan for Yorke Peninsula will set out an agreed vision, targets and directions for future tourism industry development in the region.

This Consultation Draft is seeking input from stakeholders and the wider community in order to confirm, improve and agree on some broad understandings related to tourism in the region and identify, develop and agree on priority strategies and actions to help grow the Yorke Peninsula tourism industry over the next four years.

1.2 What is the vision for the Yorke Peninsula tourism industry?

The region is currently a strong performer in attracting intrastate, overnight visitors. The Plan highlights and seeks to grow the Yorke Peninsula as a major overnight and longer stay destination.

Consistent with this vision, the Plan identifies opportunities to promote Yorke Peninsula as a home base and/or recreational location for fly in/fly out employees from key industry sectors including mining. It also encourages growth in the number of interstate visitors.

While focusing on overnight and longer stay visitation, the Plan also recognises the significance of day visitors and identifies emerging opportunities such as those that may arise from strong population growth in nearby regions impacted by the 30 year Plan for Greater Adelaide.

1.3 What growth targets should be set for the Yorke Peninsula tourism industry?

Growth targets for the Yorke Peninsula tourism industry will be set in the Plan that are based on growing visitor numbers and visitor expenditure and also increasing the rate of return to the regional economy.

Benchmarks for these targets will be sourced from key planning instruments at state level as well as from counterparts in other regions.

1.4 How is the Plan designed?

The Plan is practical and achievable, focusing on a small number of strategies and actions likely to produce the biggest positive impacts for the region's tourism industry. It is presented in three sections:

1. **Industry development**, which focuses on industry skills, innovation and continual improvement and optimising the return of industry growth to the region's economy
2. **Infrastructure and product development**, which focuses on the range of tourism experiences available, the relationship of these experiences to key market segments and the need for 'fit for purpose' infrastructure and
3. **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

This Consultation Draft presents 10 Strategies and 14 Actions as a starting point for stakeholder and community consultation. These are described in Section 2.0.

2.0 STRATEGIES AND ACTIONS

Section 1: Industry development

This section focuses on industry skills, innovation and continual improvement and optimising the return of industry growth to the region’s economy.

STRATEGIES	ACTIONS	MEASURES
<p>Strategy 1</p> <p>Provide opportunities for the region’s tourism industry to continually improve standards of service delivery</p>	<p>Action 1</p> <p>Facilitate training and support for tourism operators wishing to gain industry accreditation, rating or certification in tourism products, services and/or providers.</p> <p>Acknowledge the role of the National Tourism Accreditation Framework (NTAF) as a key vehicle for driving improvement in the quality of tourism product. Particularly (but not exclusively) support tourism operators seeking recognition under programs accredited through NTAF and providing the TQUAL mark. Examples of programs accredited by NTAF include Australia Tourism Accreditation Program (ATAP) and Ecotourism Australia Limited programs. Note that SATIC is an accredited provider.</p> <p>Certification is available through these organisations in areas like ecotourism, climate action and cultural programs such as Respecting Our Culture (ROC).</p> <p>Action 2</p> <p>Facilitate general business training, particularly in online functionality in recognition of the link between on line booking and the preferences of the high yielding target market. Examples of programs and initiatives include, but are not limited to:</p> <ol style="list-style-type: none"> 1. listing on the Australian Tourism Data Warehouse (ATDW) 2. Tourism Exchange Australia (TXA) to enable ATDW listed operators to access online, real time booking services 3. web and online functionality, with insight into third party web access opportunities such as booking agencies <p>Encourage tourism operators to participate in industry programs run by groups such as Regional Development Australia (RDA), Enterprise Connect, SA Tourism Industry Council (SATIC) and other economic/tourism development organisations</p>	<ul style="list-style-type: none"> • Number of YP tourism operators participating in certified programs provided through NTAF accredited programs. • Number of YP tourism operators listed on the ATDW • Number of YP tourism experiences that are bookable on line through the TXA. • Number of YP tourism businesses that have a web presence • Tourism industry participant numbers in training, support and mentoring programs provided by support agencies

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STRATEGIES	ACTIONS	MEASURES
<p>Strategy 2</p> <p>Ensure that the region's tourism industry is achieving a reasonable share of available grant funding and other industry support</p>	<p>Action 3</p> <p>Identify, promote and assist tourism operators to access funding and grant opportunities for the tourism sector including, but not restricted to:</p> <p><u>National initiatives:</u></p> <ol style="list-style-type: none"> 1. TQUAL grants 2. Regional Development (Australia) Fund <p><u>State initiatives:</u></p> <ol style="list-style-type: none"> 1. Regional Events and Festivals Program Fund 2. Food and Beverage Development Fund 3. Regional Development Infrastructure Fund (RDIF) 4. Tourism Development Fund (SATC) 5. others such as the Multicultural Grants Scheme, Recreation and Sport grants etc <p><u>Local initiatives:</u></p> <ol style="list-style-type: none"> 1. various community and other grant programs 	<ul style="list-style-type: none"> • Number of successful grant and funding applications in the region
<p>Strategy 3</p> <p>Optimise opportunities for the region's tourism industry presented by new state level and local government policy and planning initiatives</p>	<p>Action 4</p> <p>Engage with those responsible for relevant new and emerging policy and planning initiatives in order to identify, pursue and optimise opportunities for the YP tourism industry.</p> <p>Key initiatives include:</p> <ol style="list-style-type: none"> 1. Northern and Yorke Regional Natural Resource Management Plan 2. People in Parks Strategy – a visitor strategy for SA National Parks and Reserves The draft strategy sets out new directions for sustainable recreation and tourism in National Parks and Reserves, including programs such as a Master Plan for Innes National Park 3. Marine Parks and their potential impact on the Yorke Peninsula 4. Council Planning Policies eg responses to climate change, threats to agricultural land etc and other issues. <p>Encourage region-wide tourism development policy and guidelines to increase certainty for investors. Look to policy and guidelines produced under the Better Development Plans (BDP) project mandated by (SA) Department of Planning and Local Government (DPLG) to provide consistency across Council districts.</p>	<ul style="list-style-type: none"> • Number of new experiences that have emerged as a result of responding to these key policy and planning initiatives

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STRATEGIES	ACTIONS	MEASURES
<p>Strategy 4</p> <p>Base industry development in the region's tourism industry on evidence from reliable and relevant data and information sources</p>	<p>Action 5</p> <p>Develop data and information tools such as surveys that allow data and information from conventional sources such as TRA/NVS to be confirmed. Investigate existing initiatives such as the Tourism Optimisation Management Model (TOMM) model (from KI) and other consumer focused survey tools including those previously conducted through VICs. Note that VICs currently provide visitor numbers and point of origin data, and some facilities such as Innes National Park have data collection tools such as gate counters.</p> <p>Use these data collection tools and other means to:</p> <ol style="list-style-type: none"> 1. confirm the impact of externalities such as increases in fuel prices on visitor numbers and visitor profile. Establish links in these factors to the type of tourist experience (product) eg cheaper / self contained products and visitor attitudes to travel to destinations they may view as 'local' 2. investigate the impact of the 30 year Plan for Greater Adelaide given the proposed population growth in nearby Council districts (Light, Mallala, Gawler and Barossa) where significant population growth may represent a growing 'home' market that may have major day tripper impacts on the region's tourism. <p>Feed reliable data into the Regional Industry Structure and Employment (RISE) model, a regional economic analysis tool that can be used for the purposes of tracking industry performance over time.</p>	<ul style="list-style-type: none"> • The development and delivery of a suite of data and information (including TRA/NVS, complimented by primary data where appropriate) that can be used to build reliable, longitudinal performance tracking measures.
<p>Strategy 5</p> <p>Optimise the return to the regional economy from visitor expenditure</p>	<p>Action 6</p> <p>Develop service industries supplying tourism operators and increase awareness of local procurement opportunities</p>	<ul style="list-style-type: none"> • The return to the economy of visitor expenditure as measured by the Gross Regional Product

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Section 2: Infrastructure and product development

This section focuses on the range of tourism experiences available, the relationship of these experiences with key market segments and need for 'fit for purpose' infrastructure

STRATEGIES	ACTIONS	MEASURE
<p>Strategy 6</p> <p>Support the enhancement of existing experiences and the development of new experiences (in particular 'hero experiences') including the development of facilitating infrastructure.</p> <p>'Hero' experiences are iconic experiences of scale or uniqueness that have the capacity to provide flow on benefits to the broader tourism industry.</p>	<p>Action 7</p> <p>Conduct an audit and gap analysis for the region's tourism experiences to:</p> <ol style="list-style-type: none"> 1. identify the scope and nature of existing tourism experiences 2. identify experiences / product gaps particularly 'hero experiences' related to the high yielding target market <p>Action 8</p> <p>Work with local government and others such as the RDA, to conduct an audit and gap analysis of the infrastructure that supports the region's current tourism industry in terms of its availability, fit for purpose and status.</p> <p>Map the potential infrastructure needs of potential future investment in the tourism industry identified in Action 7.</p> <p>Action 9</p> <p>Ensure that the infrastructure needs of the region's tourism industry are recognised in initiatives such as, but not limited to:</p> <ol style="list-style-type: none"> 1. review and implementation of the Yorke Peninsula Regional Land Use Framework 2. review of the State Infrastructure Plan <p>Divide the infrastructure program into gateway programs and specific tourism experiences</p> <p>Gateway infrastructure:</p> <p>These are infrastructure requirements that facilitate access to the region and movement around the region. They are generally transport-orientated and include but are not restricted to:</p> <ol style="list-style-type: none"> 1. the management of traffic entering the region via Pt Wakefield 2. consideration of Mallala and Two Wells as entry points to the region in the specification and scheduling of roadworks and the raising of signage 3. upgrading gateway roads such as the Copper Coast Highway as identified in 	<ul style="list-style-type: none"> • Audit conducted, gaps identified and results included in the Regional Strategic Tourism Plan • Audit conducted, gaps identified and results included in the Regional Strategic Tourism Plan • The extent to which the region's tourism industry infrastructure is identified in the regional section of the State Infrastructure Plan as reviewed (2011) • Yorke Peninsula tourism infrastructure priorities reflected in the project priority lists of the (revised) State Infrastructure Plan.

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STRATEGIES	ACTIONS	MEASURE
	<p>local government Strategic Plans</p> <ol style="list-style-type: none"> 4. a consideration of the port of Wallaroo and its potential to handle cruise ships and provide opportunities for local tourism operators to develop experiences to cater for this market 5. the upgrade of airports in the region or a selected 'regional airport' to cater for larger jet aircraft and provide an opportunity to encourage a fly in fly out relationship with key industry sectors such as mining for residential or recreational purposes <p>Experiences infrastructure:</p> <p>These are infrastructure requirements that relate specifically to particular tourism experiences. They include physical infrastructure that facilitates existing, new or enhanced experiences and include but are not limited to:</p> <ol style="list-style-type: none"> 1. redevelopment of the region's foreshore areas. Examples include but are not limited to improved boat ramp and recreational fishing facilities at various locations including Marion Bay, Port Hughes and Middle Beach 2. enhanced larger accommodation, particularly in Southern YP, with relevant infrastructure such as larger bus facilities 3. additional integrated facilities to complement 'Walk the Yorke' experiences including extended cycling and walking trails, accommodation options, refreshment and 'value add' experience opportunities such as historical tours 4. expanded four and five star accommodation options recognising high yielding market preferences (to encourage longer stays) 5. new and enhanced health and well being experiences including day spas 6. expanded arts and cultural experiences including regional gallery space 7. additional supporting infrastructure for self contained visitors such as the RV market eg liquid waste dumping points, without competing with private commercial facilities such as caravan parks 8. improved tourism signage on Yorke Peninsula <p>Include these priorities in the region's submissions to the review of the State Infrastructure Plan.</p>	

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STRATEGIES	ACTIONS	MEASURE
<p>Strategy 7</p> <p>Package experiences as an innovative and cost effective way to expand the product range</p>	<p>Action 10</p> <p>Create forums for tourism operators and distributors to encourage the development of packaged experiences in order to expand the range of commissionable product. Examples include coupling sunset cruises with accommodation and dining, or fishing charters with fish filleting and chef led cooking classes.</p> <p>Assist with skill development, technology acquisition and infrastructure access to facilitate packaged products by allowing spontaneous tourism booking services (online and on-site) for experiences such as fish filleting and cooking classes.</p>	<ul style="list-style-type: none"> The availability (online and bookable in real time) of packaged products expanding the range of commissionable products.
<p>Strategy 8</p> <p>Recognise and strengthen the role of Visitor Information Centres in supporting the region's tourism industry</p>	<p>Action 11</p> <p>Support the development of effective and viable Visitor Information Centres (VIC) through:</p> <ol style="list-style-type: none"> the development of new business models aimed at increasing sustainability, for the region's two accredited VICs to build their commercial capability the facilitation of appropriate partnership arrangements between VICs and other stakeholders from the public / private sector. An example may be to utilise a VIC as an events management hub with shared services available to Councils the identification and adoption of new and appropriate technology the identification and delivery of appropriate training for staff and volunteers assisting staff and volunteers to become a focal point for story telling to enrich regional tourism experiences <p>Encourage the recruitment and training of volunteers to support tourism infrastructure such as the two accredited VICs and the other visitor information outlets including the Volunteer Resource Centre at Moonta.</p>	<ul style="list-style-type: none"> Business Plans for VICs that include chapters on technology, commercial models and staff/volunteer training.

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Section 3: Destination marketing

This section 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

STRATEGIES	ACTIONS	MEASURE
<p>Strategy 9</p> <p>Understand and clearly describe the region's tourism industry and effectively communicate with all stakeholders using consistent messages</p>	<p>Action 12</p> <p>Establish and maintain a marketing and promotions role at regional level through a dedicated Marketing Committee or other methods.</p> <p>Through the Marketing Committee (or similar) develop and implement a Marketing and Communication Plan that includes, but is not limited to:</p> <ol style="list-style-type: none"> 1. the identification of key tourism themes 2. the further development of a clear brand statement 3. the development and delivery of a destination marketing and promotion strategy linked to the themes and brand 	<ul style="list-style-type: none"> • Marketing and Promotions structure (likely Committee) established. • Marketing and Communication Plan produced
<p>Strategy 10</p> <p>Recognise the significance of the high yielding target market in destination marketing programs while ensuring that marketing benefits flow through to the broader tourism base.</p>	<p>Action 13</p> <p>Develop, deliver and measure the effectiveness of, targeted consumer marketing and promotion that leverages off state priorities and continues to build on unique, regional experiences.</p> <p><u>State wide programs</u> Recognise and develop opportunities to work with SATC on centralised (pooled) marketing initiatives. Examples include</p> <ol style="list-style-type: none"> 1. Coastal Drives theme 2. Journeys on major routes – Perth to Adelaide <p><u>Regional programs</u> Recognise and develop opportunities to leverage state wide programs and differentiate at a regional and local level. Examples include:</p> <ol style="list-style-type: none"> 1. develop experiences revolving around short term visits/stops promoted as 'on the way' programs at entry points to Yorke Peninsula. 2. scope the 'drive based' sub-markets such as Winnebago tourists and other RV market segments. 3. further develop regional experiences themes such as 'Walk the Yorke' to complement drive based experiences 4. identify opportunities for 'drop in' visitation (from the high yielding target market) through cruise ship market or fly in / fly out recreational leave from industries such as defence forces and mining 	<ul style="list-style-type: none"> • Recognisable YP involvement in SATC pooled marketing programs • Regional (local) consumer focused marketing program, with likely emphasis on events.

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STRATEGIES	ACTIONS	MEASURE
	<p>Enhance the region's events program with 'hero' experiences linked to major 'coast and beaches' events. The basis for these events may be current programs such as</p> <ol style="list-style-type: none"> 1. Cutloose Coopers Yorke's Classic 2. Ales, Sails and Scales Festival, Pt Broughton 3. Stansbury and Port Vincent Wooden and Classic Boats Regatta 4. Kernewek Lowender (Copper Coast Cornish Festival) 5. Fishing Competitions and Gala Days <p>Action 14</p> <p>Support the development of the Yorke Peninsula Visitor Information Guide. Align the Visitor Guide design with themes in the Marketing and Communications Plan.</p> <p>Measure benefits to tourism operators of supporting the Visitor Guide while working with SATC to reduce the net cost of advertising for tourism operators (benchmarked against 2010 advertising costs).</p> <p>Support relevant sections of the (SATC) Theme Guides, in particular, those related to Coastal Drive trails and possibly Touring Routes linked to major arteries and (sea) Food Experiences.</p> <p>Ensure that a local contact is available to validate local content for the Visitor Information Guide and Theme Guides, assist with information flow and to conduct other (related) activities such as supporting famils for target audiences.</p>	<ul style="list-style-type: none"> • Yorke Peninsula Visitor Guide delivered with measureable benefits to tourism operators at less net cost.

3.0 UNDERSTANDING THE REGION

3.1 Brand

The characteristics of the Yorke Peninsula Brand can be represented as its essence, personality and benefits (or points of difference).

Brand Essence:

The Yorke Peninsula can be sophisticated or laid back, relaxing or exciting, nature based or history related.

It is just far enough from Adelaide to be somewhere different. It offers:

1. freedom to be yourself, to choose to share private moments with one special person or to join in with others
2. fresh, glistening food straight from the sea or off the farm
3. a sense of warmth and welcoming where everyone's treated like a local

Brand Personality:

The relaxed but organised Yorke Peninsula is:

1. beautiful yet natural, centred around the coast and the protected landscapes
2. a chance for new, exhilarating adventures on or under the water, in or around the parks
3. alive with history, told through the stories of local people who treat visitors like family
4. comfortable and honest but with an ambition to please

Brand Benefits:

A 90 minute car journey along a familiar road to reach the gateway to Yorke Peninsula:

1. easy to get to
2. picturesque with mood setting scenery
3. full range of things to do, places to stay, and interesting people to get to know
4. professionally organised or 'do your own thing' beach and aquatic experiences
5. rich history of Aboriginal and European culture with industries like agriculture and mining and niche lifestyles like surfing
6. rural and affluent, successful in farming, fishing and lifestyle
7. country style festivals and events
8. just recently discovered by the 'rich and famous' with an invitation for everyone to join in
9. mild climate, tempered by the sea
10. very different to the big cities but offering everything you need.

Brand message - Yorke Peninsula: a coastal getaway

If you're looking for sun, sea and sand, it's hard to go past Yorke Peninsula. Stunning beaches and friendly coastal towns beckon, while inland are historic mining villages and spectacular national parks.

Blessed by nature and embraced by sea, Yorke Peninsula is a world apart. Here are magnificent beaches and jagged shorelines, friendly locals and rich farmland. If you love seafood, you can stroll the shallows for blue swimmer crabs, dive for crayfish and scallops, or drop a line for King George Whiting. It also boasts some of Australia's greatest surfing beaches and is strewn with shipwrecks for divers. Back on dry land you can explore mining towns and national parks.

You'll be warmed by the welcome and invigorated by your stay.

3.2 Key themes

1. Coast and beaches
2. Townships and farms
3. Culture and history
4. National Parks, conservation and heritage
5. Events

3.3 High Yielding Target Market

It is recognised and understood that the Yorke Peninsula tourism market is wide and diverse. It includes day trippers of all ages, young families visiting friends and relatives, mature couples with or without children on beachside holidays, seniors on extended caravan journeys and many other sub-markets.

By focusing on a particular market segment that represents high yielding (and often demanding) consumers, tourism operators can benchmark their experiences at a level that is likely to satisfy the wider market.

The high yielding target market for Yorke Peninsula tourism industry is 30–50 year old couples with or without children, sometimes known as the (younger) 'Greg and Helen' group.

From research conducted by SATC, this market consists of experience seekers who generally have done a lot of travelling locally, nationally and internationally and are now less impressed by sight seeing and more interested in new and active experiences.

They typically like to be active, attend arts festivals and cultural events and get to know first hand, the historical and cultural stories of the region. They also like to shop, eat out and sample local products.

Returns on investment in the tourism industry can be optimised by appealing to the high yielding market while at the same time increasing likely success in other market segments. Examples include introducing on line bookable products that match the preferred method of 'experience shopping' for the high yielding market but also enables easy search, clear identification and differentiation of products for all markets.

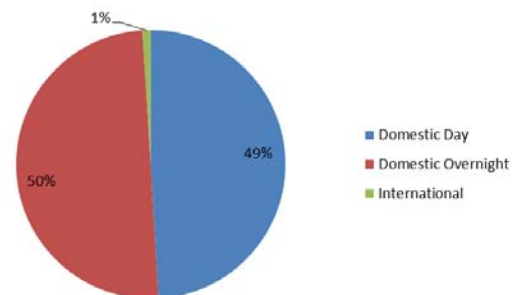
3.4 Some facts and figures

The following information is provided by EconSearch Pty Ltd (2011) using data sourced from Tourism Research Australia (www.tra.australia.com).

Visitor Numbers

The total number of visitors to the Yorke Peninsula region in 2009/10 was 883,000 visitors made up of:

- 436,000 domestic day trippers
- 443,000 domestic overnight visitors
- 4,000 international visitors



Value of Tourism to the Yorke Peninsula Regional Economy

Total tourism expenditure in the Yorke Peninsula region in 2009/10 was approximately \$166 million made up of:

- \$33 million from domestic day trippers
- \$132 million from domestic overnight visitors and
- a small amount (not published) from international visitors.

The \$166m of visitor expenditure in the Yorke Peninsula region in 2009/10 generated the following regional economic and demographic activity:

- approximately \$77 million in Gross Regional Product (GRP)
- approximately 1,100 total jobs (ie full-time and part-time)
- approximately 900 full time equivalent (FTE) jobs
- a total population impact of 1,539 persons which is made up of people working in the tourism industry, their families and those who service these families such as education providers, retailers etc.

As a proportion of the region's totals, this represents:

- 6.2% of the total GRP for the region of \$1,239 million
- 7.7% of the total jobs in the region of 14,231 jobs
- 6.9% of the total full time equivalent jobs for the region of 13,506 FTE
- 3.6% of the 2009/10 regional population total of 42,991 persons

In comparison, grains represents 10.9% of GRP, health and community services represent 5.9% of GRP and retail trade represent 5.2% of GRP.

Retail trade represents 15.4% of jobs, grains represent 15.0% of jobs and health and community services represent 12.0% of jobs.

Market segments

Total tourism expenditure in the Yorke Peninsula region in 2009/10 was approximately \$166 million.

Visitor expenditure in the Yorke Peninsula region, 2009/10

	Total Expenditure		Total Visitors		Expenditure per Visitor	Expenditure per Visitor per day
	\$m	%	'000	%	\$	\$
Domestic Day	33	20%	436	49%	76	76
Domestic Overnight	132	80%	443	50%	297	95
International	n.p.	-	4	1%	n.p.	n.p.

Source: Tourism Research Australia (www.tra.australia.com).

Domestic day trippers to the Yorke Peninsula region make up 49% of visitor numbers and 20% of the total visitor expenditure. Domestic day trippers spend an average of \$76 per person per day trip.

Domestic overnight visitors make up 50% of visitor numbers and 79% of total visitor expenditure. Domestic overnight visitors spend an average of \$95 per day, over an average stay of about 3 days for a total per person spend of \$297 per trip.

International visitor data is based on a very small sample size and is therefore unreliable.

Impact of External Factors on Tourism

The tourism industry in South Australia is dependent on the growth and development of the State's economy, of the National economy and the economic activity of overseas countries. These economic climates will in turn influence tourism growth in the Yorke Peninsula region.

External factors that may potentially impact on tourism in the region include:

- currency exchange rates
- money markets (availability of money) and interest rates
- commodity prices affecting the price of fuel and other basic consumables
- global economic conditions