

## Accommodation Statistics – Alexandrina Council

Statistics show there is a large gap in the accommodation market, not only in Goolwa but across the Fleurieu Peninsula. The Fleurieu Peninsula is the most visited region in South Australia, with nearly 2.5 million domestic day trippers visiting between March 2023 and March 2024, with the next most visited region being the Adelaide Hills, who only saw 1.4 million domestic day trippers within this same period. Whilst this number is impressive, it is not echoed with the statistics for the number of nights that visitors stay within the region, the Fleurieu sits third, behind the Flinders Ranges and Outback, and the Limestone Coast.

| South Australia Year end March 2024                                                             |                |            |              |                |                    |                             |                 |                 |                                 |              |                 |               |
|-------------------------------------------------------------------------------------------------|----------------|------------|--------------|----------------|--------------------|-----------------------------|-----------------|-----------------|---------------------------------|--------------|-----------------|---------------|
| DUE TO COVID-19 THE RESULTS ARE YEAR END MARCH 2024 AND NOT THE ANNUAL AVERAGE OVER THREE YEARS |                |            |              |                |                    |                             |                 |                 |                                 |              |                 |               |
| VISITS (000s)                                                                                   |                |            |              |                |                    |                             |                 |                 |                                 |              |                 |               |
|                                                                                                 | Adelaide Hills | Barossa    | Clare Valley | Eyre Peninsula | Fleurieu Peninsula | Flinders Ranges and Outback | Kangaroo Island | Limestone Coast | Murray River, Lakes and Coorong | Riverland    | Yorke Peninsula | Regional SA   |
| International overnight                                                                         | 14             | 11         | 4            | 19             | 30                 | 29                          | 27              | 30              | 8                               | 7            | 8               | 135           |
| Interstate overnight                                                                            | 54             | 113        | 49           | 96             | 103                | 182                         | 64              | 333             | 77                              | 103          | 45              | 982           |
| Intrastate overnight                                                                            | 154            | 183        | 172          | 357            | 617                | 499                         | 109             | 435             | 298                             | 272          | 455             | 3,524         |
| <b>Total domestic overnight</b>                                                                 | <b>208</b>     | <b>296</b> | <b>221</b>   | <b>453</b>     | <b>720</b>         | <b>680</b>                  | <b>173</b>      | <b>768</b>      | <b>375</b>                      | <b>375</b>   | <b>501</b>      | <b>4,506</b>  |
| <b>Total visitors</b>                                                                           | <b>222</b>     | <b>308</b> | <b>226</b>   | <b>472</b>     | <b>751</b>         | <b>710</b>                  | <b>201</b>      | <b>798</b>      | <b>383</b>                      | <b>383</b>   | <b>508</b>      | <b>4,642</b>  |
| <b>Domestic day trips</b>                                                                       | <b>1,422</b>   | <b>753</b> | <b>408</b>   | <b>562</b>     | <b>2,416</b>       | <b>420</b>                  | <b>64</b>       | <b>740</b>      | <b>814</b>                      | <b>423</b>   | <b>733</b>      | <b>8,756</b>  |
| NIGHTS (000s)                                                                                   |                |            |              |                |                    |                             |                 |                 |                                 |              |                 |               |
|                                                                                                 | Adelaide Hills | Barossa    | Clare Valley | Eyre Peninsula | Fleurieu Peninsula | Flinders Ranges and Outback | Kangaroo Island | Limestone Coast | Murray River, Lakes and Coorong | Riverland    | Yorke Peninsula | Regional SA   |
| International nights                                                                            | 353            | 69         | 52           | 237            | 384                | 323                         | 80              | 247             | 178                             | 159          | 73              | 2,155         |
| Interstate nights                                                                               | 206            | 324        | 190          | 500            | 293                | 1,005                       | 340             | 970             | 250                             | 259          | 100             | 4,535         |
| Intrastate nights                                                                               | 420            | 372        | 356          | 1,247          | 1,576              | 2,195                       | 311             | 1,085           | 566                             | 723          | 1,282           | 10,169        |
| <b>Total domestic nights</b>                                                                    | <b>626</b>     | <b>696</b> | <b>546</b>   | <b>1,748</b>   | <b>1,869</b>       | <b>3,200</b>                | <b>651</b>      | <b>2,055</b>    | <b>816</b>                      | <b>981</b>   | <b>1,383</b>    | <b>14,704</b> |
| <b>Total nights</b>                                                                             | <b>979</b>     | <b>765</b> | <b>598</b>   | <b>1,985</b>   | <b>2,252</b>       | <b>3,523</b>                | <b>731</b>      | <b>2,302</b>    | <b>993</b>                      | <b>1,141</b> | <b>1,456</b>    | <b>16,860</b> |

Figure 1 - South Australian Tourism Commission Visits to Regions Report, June 2024

There are currently 372 accommodation providers registered on the Australian Tourism Data Warehouse across the Fleurieu. Currently, of the 372 accommodation providers on the Fleurieu, only 13 of these are in the high end of the market (>\$800.00 per night) with just three (3) in Alexandrina.

Why is it important for Alexandrina?

As demonstrated by the abovementioned statistics, the gap in the high-end hotel market on the Fleurieu is undoubtedly a contributing factor in the ability to convert day drip visits to overnight stays and attract 'High Yield Travellers'. Alexandrina needs to actively pursue opportunities to increase the percentage of 'High Yield Travellers' within the region. These travellers are willing to travel out of their region and spend more during their trip. In order to better attract this segment of the visitor market, the Fleurieu needs to be able to provide accommodation options that are at the higher end of the market.