AUSTRALIAN COASTAL SAFARIS
EYRE PENINSULA

RECREATIONAL FISHING TOURISM



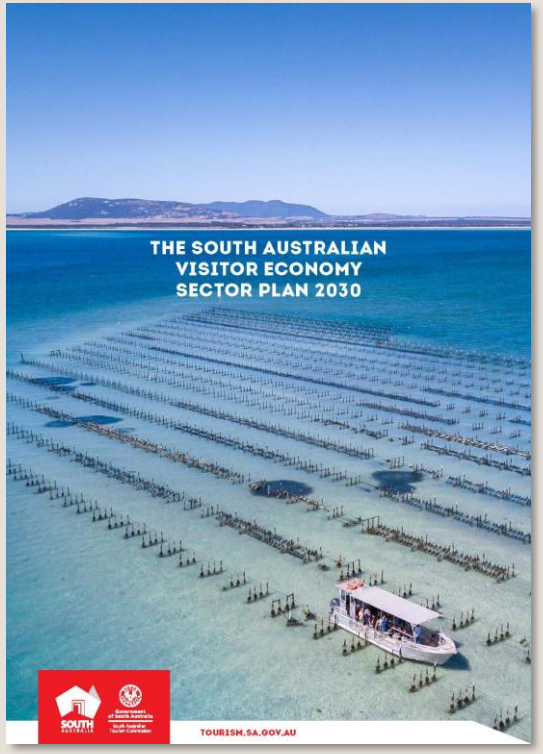
SOUTH AUSTRALIAN TOURISM COMMISSION

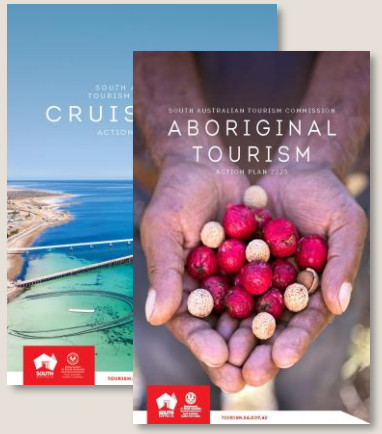
JUNE 2023

SOUTH AUSTRALIA

VISITOR ECONOMY | STRATEGIC FRAMEWORK

SOUTH AUSTRALIAN VISITOR ECONOMY SECTOR PLAN 2030

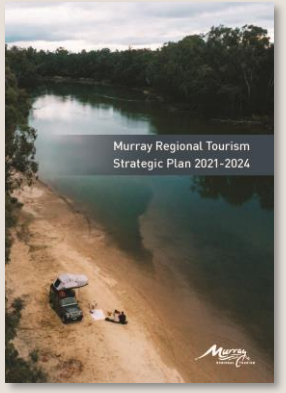




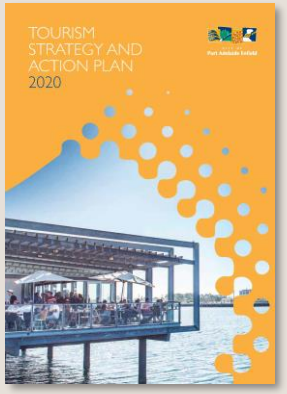
OTHER PLANS



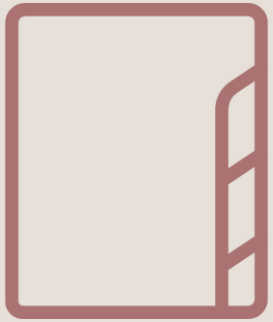
REGIONAL VISITOR STRATEGY 2025
AND OTHER STRATEGIES



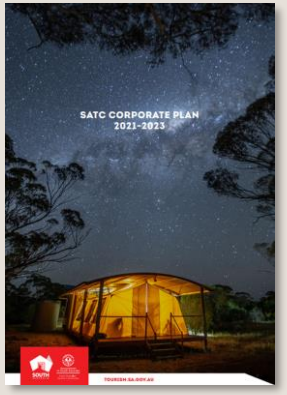
REGIONAL TOURISM
ORGANISATION PLANS



COUNCIL TOURISM PLANS



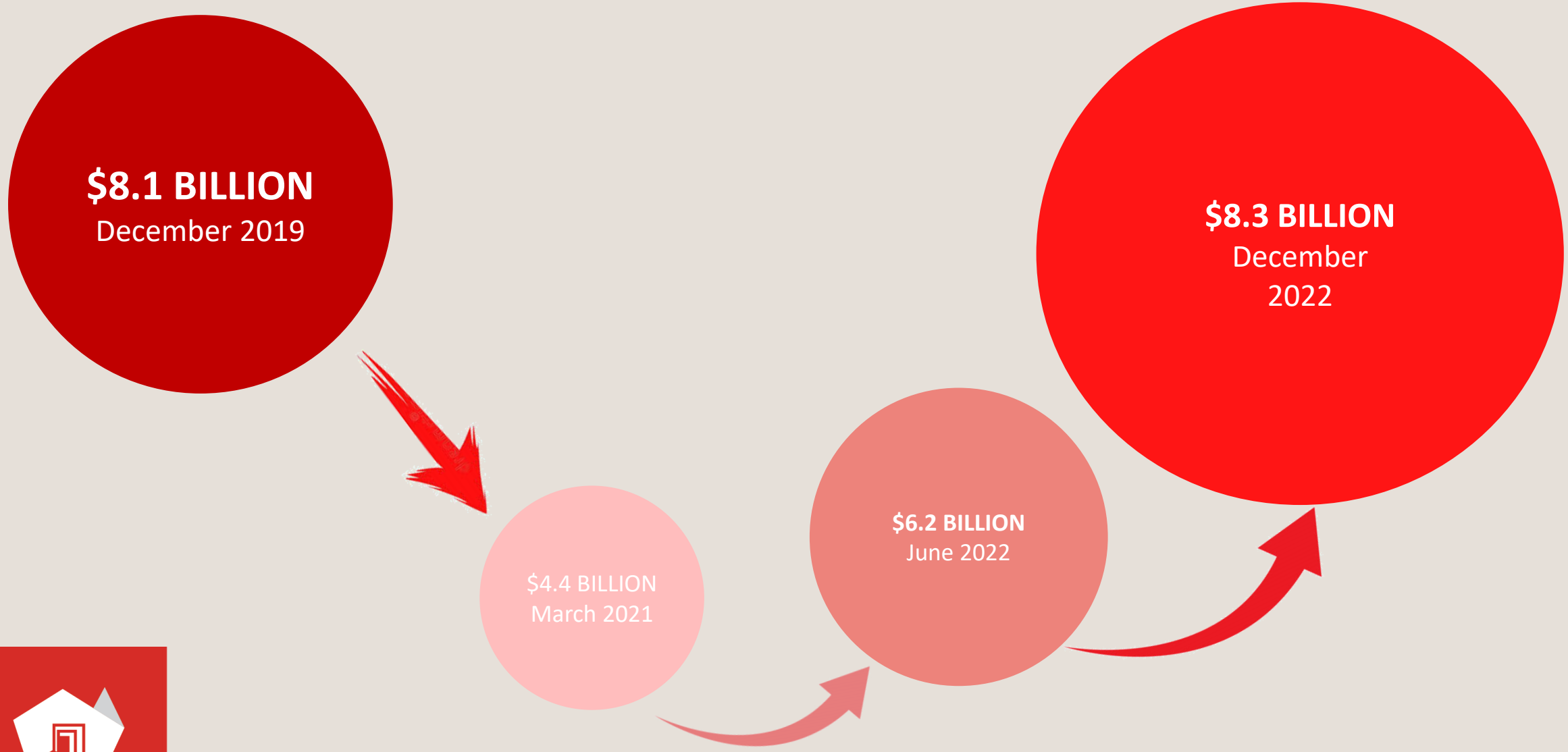
BUSINESS PLANS OF
INDIVIDUAL OPERATORS



SATC CORPORATE PLAN

SOUTH AUSTRALIA

SA VISITOR ECONOMY DECEMBER 2022



SOUTH AUSTRALIA

THE SA VISITOR ECONOMY SECTOR PLAN 2030 | PRIORITY ACTION AREAS



MARKETING



EXPERIENCE SUPPLY & DEVELOPMENT



COLLABORATION



INDUSTRY CAPABILITY



LEISURE AND BUSINESS EVENTS



PROMOTING THE VALUE OF TOURISM

SOUTH AUSTRALIA

LIMESTONE COAST

RECREATIONAL FISHING TOURISM



SOUTH AUSTRALIA



RECREATIONAL FISHING | WHAT IS IT AND WHY IS IT IMPORTANT?

- Recreational fishing includes any fishing activities other than commercial fishing or Aboriginal traditional fishing.
- According to the latest Survey of Recreational Fishing in South Australia (2021 – 22) there are about 360,000 recreational fishers in South Australia, and recreational fishing contributes $1B to the State's economy (about 1% of the Gross State Product)
- Many reasons, including personal consumption, sport, social bonding, or fun.

SOUTH AUSTRALIA



RECREATIONAL FISHING AND TOURISM

- Recreational fishing is important in the context of tourism, as the socio-cultural aspects of this activity can bring benefits to local communities and visitors alike.
- Economic, social, health and wellbeing benefits to all South Australians.
- Recreational fishing is a regional tourism driver.

SOUTH AUSTRALIA

RECREATIONAL FISHING TOURISM | THE STORY SO FAR

The South Australian Government recognises that recreational fishing is an important contributor to the state's economy, and specifically to the visitor economy.

In this context, the South Australian Tourism Commission has been tasked with the development of a recreational fishing tourism strategy, an election commitment to help the sector achieve its full potential and maximise its contribution to the South Australian economy, people and nature.



SOUTH AUSTRALIA



RECREATIONAL FISHING TOURISM | STRATEGIC IMPORTANCE

Strategic objective:

Recognise the recreational fishing sector as a key stakeholder in the SA tourism industry.

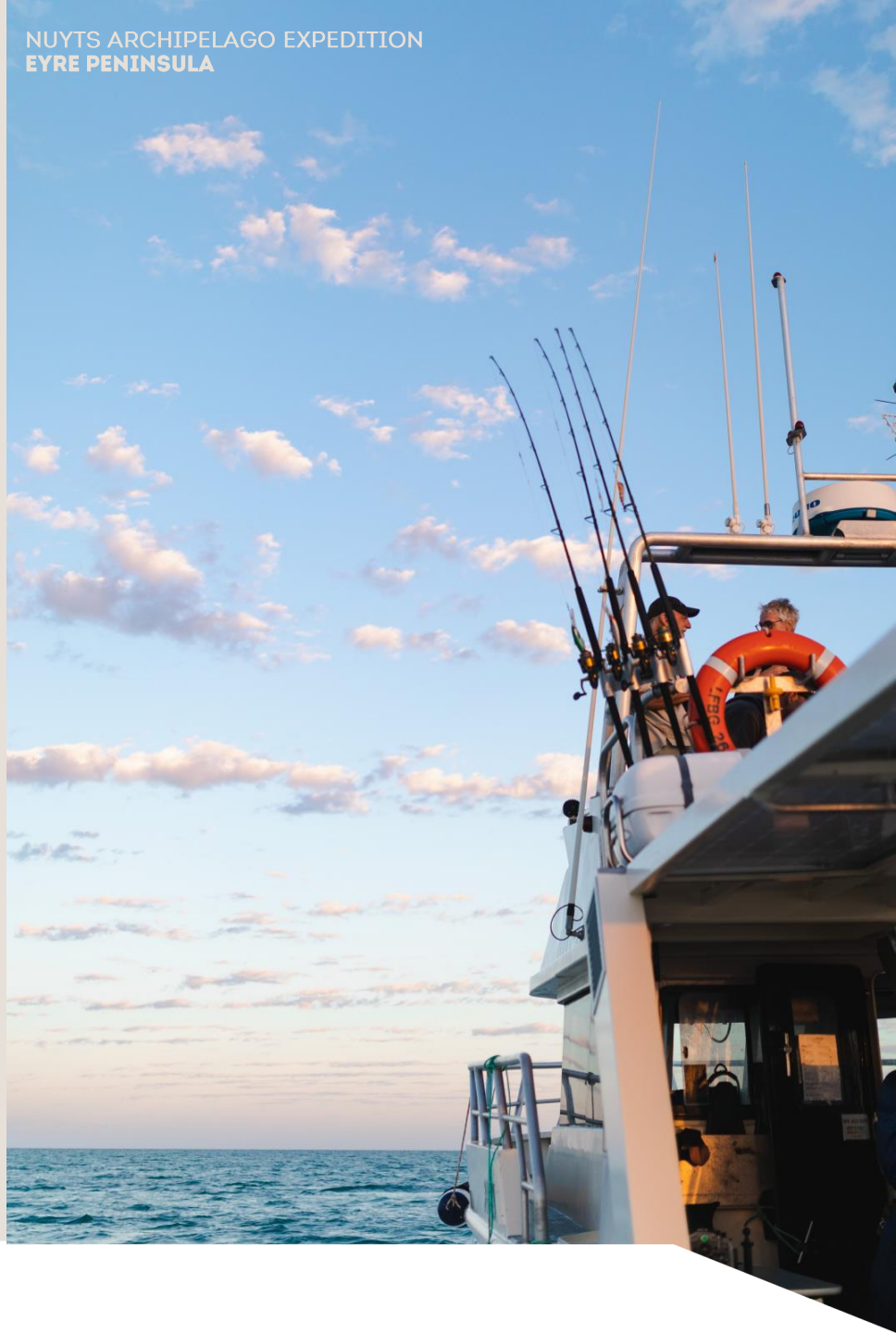
- Develop an integrated recreational fishing tourism strategy
- Collect data on the economic contribution of recreational fishing tourism to SA.

SOUTH AUSTRALIA

RECREATIONAL FISHING TOURISM | STRATEGIC IMPORTANCE

Strategic alignment:

- South Australian Government
- South Australian Visitor Economy Sector Plan 2030
- RecFish SA “Fish Now, Fish Forever” Manifesto
- Regional Visitor Strategy 2025
- Management Plan for Recreational Fishing in South Australia, August 2020
- National Fisheries Plan 2022 – 2030
- South Australian Boating Facilities Strategic Plan
- Industry and Consumer Expectations



SOUTH AUSTRALIA



RECREATIONAL FISHING TOURISM | SIZE AND VALUE

- Recreational fishing tourism is an important component of the South Australian visitor economy - 5% of total leisure visitors to and within SA included fishing as part of their trip, with strong intrastate visitation
- In the year to December 2022, there were over 8.2M visitors that were involved in recreational fishing during their trip to Australia – and over 810k visitors in South Australia
- Expenditure by visitors involved in fishing during their trip to or across Australia was $6.3B in the year to December 2022. For South Australia, expenditure was $380M
- Over time, fishing visitation and expenditure have held well both at national and state level – with expenditure above pre-COVID levels for both Australia and South Australia
- Intrastate drives both visitation and expenditure – presenting an opportunity to maintain intrastate visitation with increased competition in the back of COVID restrictions
- High incidence of day trips provide an opportunity to support the recovery of day trips post-COVID.

RECREATIONAL FISHING IS BIG BUSINESS

RECREATIONAL FISHING	RECREATIONAL FISHING TOURISM
4.2M Australian recreational fishers per year	Adding in interstate and international visitors, and those Australians who incidentally fish as part of their holiday, the SATC estimates **8.2M** visitors
1 in 5 Australians go fishing in any one year	…but only **1** in **25** visitors to Australia fish
$11B to the Australia's economy	Of that $11b, **$6.3B** flows into the Australia's visitor economy



RECREATIONAL FISHING TOURISM IN SOUTH AUSTRALIA

RECREATIONAL FISHING	RECREATIONAL FISHING TOURISM
360K South Australian recreational fishers	Adding in interstate and international visitors, and those South Australians who incidentally fish as part of their holiday, the SATC estimates **810K** visitors
1 in 4 South Australians go fishing in any one year	…but only 1 in 20 visitors to SA fish
$1B to the State's economy	Of that $1b, **$380M** flows into the State's visitor economy

SOUTH AUSTRALIA

RECREATIONAL FISHING TOURISM STRATEGY| PRIORITY ACTION AREAS

MARKETING	EXPERIENCE SUPPLY & DEVELOPMENT	COLLABORATION	INDUSTRY CAPABILITY	RECREATIONAL FISHING TOURISM EVENTS
Promoting South Australia as a key destination for recreational fishing tourism, driving awareness, appeal, and bookings of recreational fishing tourism experiences across the state.	Working with industry to balance supply constrains with demand growth and encouraging the development of recreational fishing tourism experiences across key destinations in the state	Working closely with public and private stakeholders and aligning efforts to ensure a thriving recreational fishing tourism industry.	Ensuring operators have the knowledge and resources to deliver best practices recreational tourism experiences.	Promoting current and supporting the development of new recreational fishing events to drive awareness and trigger visitation.

SOUTH AUSTRALIA

WE WANT TO HEAR FROM YOU

- We are seeking industry views to inform the development of the strategy. If you have specific views or comments, please let us know. You can contact us with your written submission, or complete our survey
- Specifically, we would like to know:
  - What is the number one opportunity for recreational fishing tourism?
  - How can we support the industry?
  - Please specify any specific actions under each strategic priority.

MARKETING	EXPERIENCE SUPPLY & DEVELOPMENT	COLLABORATION	INDUSTRY CAPABILITY	RECREATIONAL FISHING TOURISM EVENTS

SOUTH AUSTRALIA


SOUTH
AUSTRALIA