

# Victor Harbor Horse Drawn Tram



## Tourism Studies Information Sheet

**Annual Income:** \$450,000

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**Income Sources:** Daily ticket sales, group bookings (from tour operators, buses, schools etc), sponsorships and some souvenir sales.

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**Demographic:** Adult buying a return ticket, adult buying one way ticket, family tickets and child tickets.  
*(in descending order)*

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**Expenditure:** 9% horse costs (feed, farrier, vet, etc)  
43% wages  
2% tram maintenance  
5% advertising, marketing & promotion  
10% general expenses (electricity, water, phones, internet, payroll, security, uniforms etc)

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**Staff:** 2 full time, 2 part time and 6 casual.

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**Clydesdales:** 6 horses. Purchase cost \$4,000 each.  
Initial training costs \$30,000.  
Annual upkeep \$5,000 each.

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**Most Profitable Season:** Christmas school holidays.

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**Least Profitable Season:** Winter, particularly when there are storms.

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**General Information:** Impact of major events in South Australia, on the Fleurieu Peninsula and in Victor Harbor is generally positive with many tourists coming to Victor Harbor to ride the trams. International tourists are important to us as they have seen the tram on their TV travel shows in their country and often pay a special visit to us. Similarly with interstate tourists and holiday makers.

The tramway turnover expands each year with increasing ticket sales through our marketing efforts and will continue to do so over the coming years.

Group bookings from tour operators are on the increase.

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**Field Research:** The best research can be obtained firsthand.

Visit the Victor Harbor Tramway, see the facilities, the horses and the trams. Speak to the staff and passengers. Ride across to Granite Island and experience the attraction yourself.

Ask visitors where they found out about the Tramway, if they have ridden on it before and what they enjoyed most.

Take lots of notes and photos!

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**Reference:** If you use this material in your project, please give the reference to the source as [www.horsedrawntram.com.au](http://www.horsedrawntram.com.au)

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