

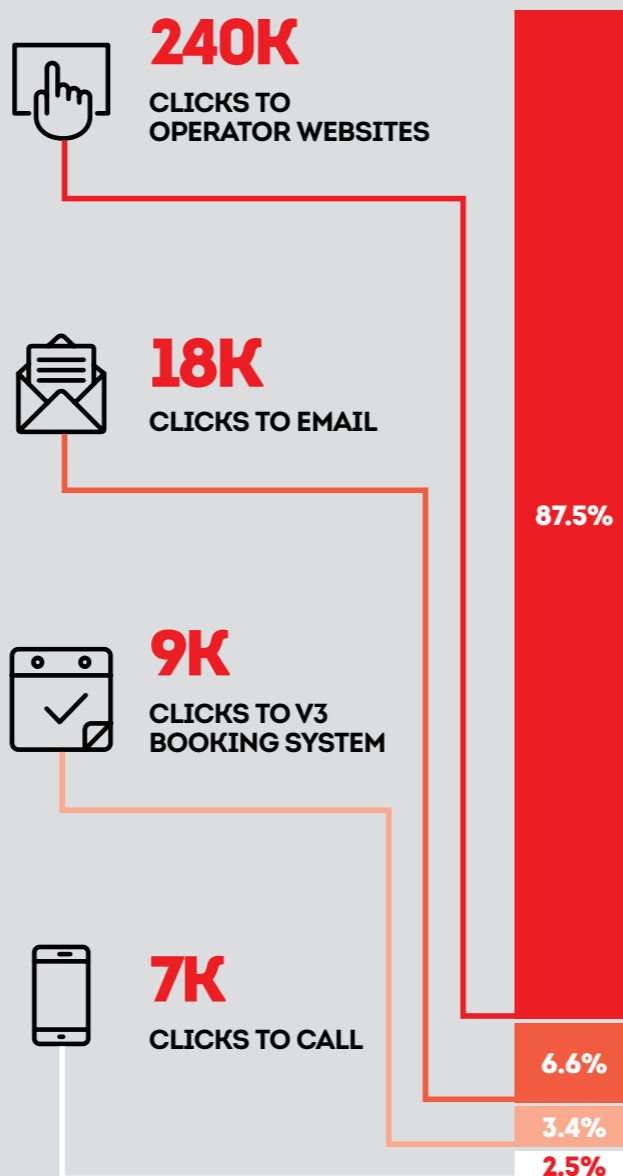
DIGITAL STRATEGY makes an impression on South Australia's tourism industry

275,000 LEADS

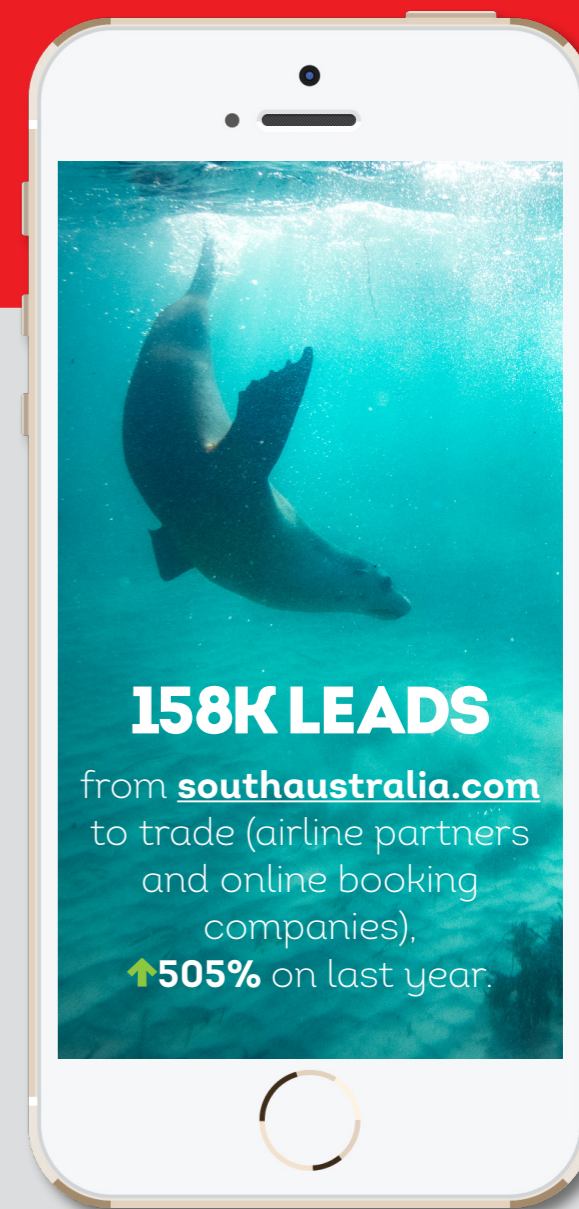
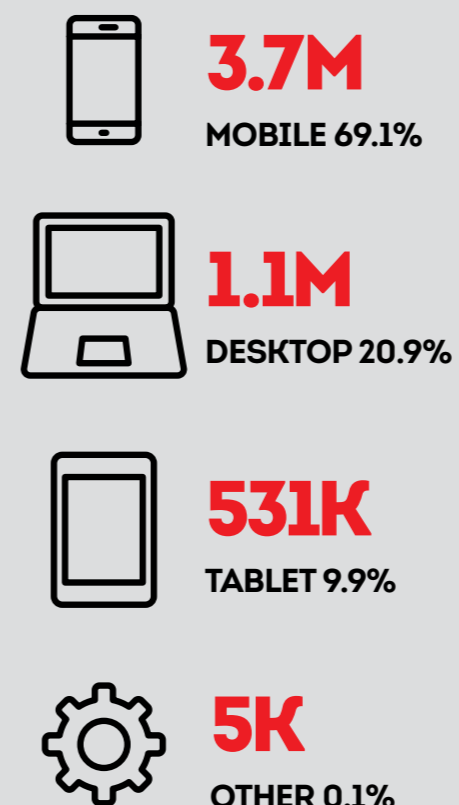
from southaustralia.com to SA tourism operators **↑215%** on last year.

TOP 5 LEADS TO TOURISM OPERATORS BY TYPE

- 1**  **ACCOMMODATION**
- 2**  **EVENTS**
- 3**  **ATTRACTIONS**
- 4**  **FOOD & DRINK**
- 5**  **TOURS**



5.4M VISITS to southaustralia.com **↑43%** on last year.



*Compared to 2016/17 FY. Please note, figures have been rounded.