

LEVERAGING SATC'S DOMESTIC MARKETING ACTIVITIES

SOUTH AUSTRALIA'S DESTINATION BRAND

One of the key functions of the SATC is to market South Australia as a desirable tourism destination. The SATC promotes the best tourism products and experiences that are authentic, boutique, contemporary, immersive and/or vibrant. South Australia is positioned as 'A Curious Place'; it is a place that always raises questions and, in doing so, never fails to reward, surprise and delight.



THE SATC'S BRAND PILLARS FOCUS ON WHAT SOUTH AUSTRALIA DOES BEST



NATURAL THERAPY

From off-grid cabins to natural thermal pools on the edge of the outback, South Australia provides the perfect opportunity to slow down, disconnect and immerse yourself in nature without sacrificing comfort or style.



WILDLIFE ENCOUNTERS

We like to share our pristine beaches, iconic outback and wild coast with a whole host of iconic Australian wildlife. Up close and personal without the fences? Welcome to South Australia.



A CURIOUS PLACE

Pink lakes, underwater gardens, luminescent mushrooms and remote hotels. Curious yet? In South Australia, there's no obvious bucket list of things to do or see which means your curiosity is not only demanded, it's constantly rewarded in unforgettable and incredible ways.



ACCESSIBLE PROVENANCE

When it comes to food and drink, South Australia delivers. Award winning gin created from local botanicals? We've got you covered. The best wine in the world? Yes actually, we've got it. Farm gates, restaurants and cellar doors where you get to meet the legendary makers? We have tons. Let us take your tastebuds on a hell of a ride in South Australia.



LOVES A PARTY

Hosting more than 500 events over 52 weeks, the party never ends in South Australia! Our world-class events and festivals showcase our exceptional food and wine, sport, art and vibrant city life - there is seriously something for everyone!



COOLEST BOUTIQUE CAPITAL

Bursting with creativity and personality, our cool little capital is ready to be explored. Prepare for stunning architecture, immense street art, outdoor adventure and bustling bars and restaurants. And when you've had enough of the city, hop on a tram and hit the beach. Did someone say beach bar?

Top Tip

Refer to SATC's *Brand Toolkit* for more information about the state's tourism brand and how to access different assets to use in your own promotion.

UNDERSTANDING THE DOMESTIC MARKET

The SATC promotes South Australia as a desirable tourism destination to a number of strategic target markets. One core market is of course, domestic travellers. The domestic market incorporates intrastate (South Australians) and interstate populations. SATC's **intrastate** marketing generally targets the Greater Adelaide audience (those living in metropolitan areas) to travel out into the state's 11 regional areas. Meanwhile, the SATC's **interstate** marketing focuses on key capital city audiences, such as Sydney, Melbourne and Brisbane, to first visit Adelaide and then disperse out further into key South Australian regions.

Within this domestic market, the SATC heavily targets:



**HIGH YIELD
EXPERIENCE SEEKERS**



**AGES 25-54
YEARS OLD**



**MOBILE-FIRST
USERS**



**FOODIES/AVID
NEWSREADERS**



**PROFESSIONAL URBAN
FEMALES WITH A HOUSEHOLD
INCOME OVER \$100,000**

Top Tip

In Australia, females are usually the key decision makers when it comes to planning travel. Therefore, the SATC tends to target females in domestic marketing campaign activity to ensure the right message gets to those who are more likely to make the bookings.

HOW DOES SATC MARKET TO DOMESTIC AUDIENCES?

The objectives of SATC's marketing campaigns are to:

- Increase awareness of unique, exciting and unfamiliar tourism experiences in the state
- Challenge the existing perceptions people may have (e.g. "The City of Churches")
- Increase intention to book or plan a holiday in South Australia within the next year

The SATC uses a combination of highly targeted marketing mediums to help drive these objectives. Every campaign will differ, but typically they will feature a mix of traditional, digital and partnership marketing.

TRADITIONAL MARKETING

Traditional methods of marketing can incorporate television or cinema advertisements, outdoor signage (such as billboards and bus shelters), radio and print advertisements.

DIGITAL MARKETING

The SATC activates different digital platforms through a combination of paid, earned and owned assets.

- **Paid:** refers to display ads, broadcast video (i.e. 'catch-up TV') and boosting search optimisation
- **Earned:** is the organic reach through online searching and social media, as well as the likes of online editorials (PR)
- **Owned:** these are the digital assets that the SATC owns and controls, including southaustralia.com, electronic database messages (EDMs/electronic newsletters), social media accounts (e.g. Facebook, Instagram, Twitter, YouTube)

Top Tip

As social media continues to grow it can reach more consumers. Social media also helps to track consumer behaviour and get a better understanding of target markets' online habits through digital analytics.

PARTNERSHIP MARKETING

The SATC works with travel distribution partners, such as airlines and online travel agents, to maximise the reach and duration of a campaign and to encourage bookings with a clear call to action (e.g. booking links attached to special promotions)

WHEN DOES SATC GO TO MARKET?

The SATC targets specific in-market campaigns at a time when people are more likely to be looking for holiday inspiration. This is based off market intelligence and peak booking periods. Typically, the SATC aims to be in market a few months prior to the busiest times of year, which are around Easter and again in October.

Top Tip

Visitors tend to book accommodation first, sometimes months in advance, and only book activities and experiences immediately before or once they arrive in the destination.

ALWAYS-ON MARKETING

'Always-On' is a digital media strategy that ensures the SATC is continuously telling the story of South Australia, driving visits to southaustralia.com and other industry leads at all times. This strategy promotes all of South Australia's regions, (focusing on the brand pillars), and targets online audiences based on their interests, previous engagement with South Australian digital content, or through supporting paid and organic search trends.

HOW CAN YOU LEVERAGE OFF SATC'S MARKETING ACTIVITY?

Where an SATC campaign appears to align with your product offering, there are a number of ways in which you can leverage off of this activity to help promote your business or product.

- List your business and or product/s on the Australian Tourism Data Warehouse (ATDW) and ensure existing listings are updated regularly. This content feeds directly through to southaustralia.com

- Depending on your target audience, replicate SATC campaign messaging to promote your specific product, while aligning with a broader marketing initiative
- Promote suggested itineraries, your insider tips on what to see and do in the area, as well as local accommodation, experiences and/or attractions. Clusters of tourism activities are usually more appealing for visitors than a stand-alone option.
- If your business is positioned on, or close to, one of SATC's six branded Road Trips, ensure you stock copies of the printed tear-off maps, provide links to the relevant Road Trip web page via your own website, use the relevant tags in social media posts and collaborate with other businesses on the route to encourage greater dispersal
- Reshare SATC's digital content (e.g. videos, links, posts, articles) with your online audience
- Use relevant tags and hashtags on social media (refer to *Working with the SATC* checklist for more information)
- Email a selection of your best images to brandassets@sa.gov.au to be considered for inclusion on SATC's Media Gallery (refer to *Working with the SATC* checklist for more information)
- Online bookable and digital savvy? Contact SATC's online team for digital tagging and data sharing information and opportunities: onlinesatc@tourism.sa.com
- Refer to the Domestic Campaign Calendar to learn when the SATC is in market with specific travel distribution partners. If you are contracted with these partners, you might ask to be included in the campaign (refer to the *Working with Distribution Partners* fact sheet for more information)

Top Tip

The SATC invests heavily into promoting southaustralia.com, which in turn creates leads to individual operators (i.e. 'click throughs' to your website or booking page). Through listing on the ATDW, you are increasing the likelihood of someone finding your product or business.

WHAT ELSE CAN YOU DO?

Take a look at your own Marketing and Communications Plan and consider how you could align your promotions with the SATC's campaign activity across the following touchpoints:

- Website (optimised for mobile phones)
- Social media accounts for your business (e.g. Facebook, Instagram, YouTube, Snapchat)
- Traditional advertising (e.g. brochure/pamphlet for distribution, television/radio/print advertisements)
- Digital advertising (paid, earned, owned)
- Public relations and networking events
- Listings in visitor guides
- Visitor centre promotion and referrals
- Host familiarisation tours for journalists and distribution partners
- Sales calls to agents/distribution partners (refer to *Working with Distribution Partners* fact sheet)
- Onsite signage, merchandise and livery

Top Tip

For visitors unfamiliar with your region, it is important to sell the destination first. Through aligning messaging, we create a unified voice/presence which can be more appealing for potential customers.

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