

WORKING WITH THE SATC

CONNECT WITH US

REGISTER ON ATDW

Register your attraction, tours, accommodation, experiences and events on the Australian Tourism Data Warehouse (ATDW) for a feature on our consumer website (southaustralia.com) and dozens of other national tourism websites: tourism.sa.gov.au/events-and-industry/industry-support/atdw

SUBSCRIBE TO OUR E-NEWSLETTERS

Keep up to date with industry news through Tourism News: tourism.sa.gov.au/subscribe

Subscribe to our consumer newsletter to learn about the latest South Australian travel deals, inspiring places to visit, major events and new experiences: southaustralia.com/subscribe

REACH OUT TO YOUR REGIONAL TOURISM ORGANISATION

Get to know your Regional Tourism Manager and sign-up to their industry newsletters tourism.sa.gov.au/about/regions/south-australia-an-overview

ATTEND INDUSTRY EVENTS

Learn about upcoming industry events for further learning and networking opportunities: tourism.sa.gov.au/events-and-industry/industry-support/industry-events

SHARE YOUR BEST IMAGES

Feature your high-quality images to support the positive promotion of South Australia via our Media Gallery. Email a selection of your best images to brandassets@sa.gov.au to be considered for inclusion.

Create content that is consistent with the South Australian destination brand by referring to our Visual Brand Style Guideline: tourism.sa.gov.au/news-and-media/media-gallery

SHARE SOUTH AUSTRALIA'S BEST IMAGES

Download images from the Media Gallery to use in your own marketing materials. You will need to create a log-in and tell us how you plan to use the images: media.southaustralia.com

FEATURE THE STATE BRAND LOGO

Demonstrate that your business supports the local industry by registering to use the Brand South Australia logo on your marketing collateral: dti.sa.gov.au/state-brand/register-to-use-the-state-brand

SHARE YOUR STORY

Story suggestions, submissions for Tourism News and media alerts from tourism operators are always welcome. Please email the Corporate and Government Communications team at industrymail@sa.gov.au



FURTHER RESOURCES

Familiarise yourself with our corporate website:

tourism.sa.gov.au

REVIEW SATC'S INDUSTRY SUPPORT TOOLS

- Download the full *Industry Resources Tool Kit*
- Learn about SATC funding opportunities and workshops for leisure events
- Discover more about how your business can build resilience and recover from disasters

KEEP UP TO DATE WITH THE LATEST STATISTICS

Check the latest tourism data and visitor statistics:

- Domestic and International Visitor Performance – learn more about what each key market delivers in terms of visitation and expenditure
- Regional Tourism Profiles – understand the difference between each region's visitation, market structure, visitor profiles and unique influencing factors
- The Value of Regional Tourism – quick summaries which depict how each region performs as a tourism destination
- International Market Profiles – discover which key international demographics the SATC targets in its marketing, and discover which of these might be relevant for your business to target

ALIGN WITH KEY STRATEGIES

- The South Australian Visitor Economy Sector Plan 2030 – identifies targets for the industry with a focus on Marketing, Experience & Supply Development, Collaboration, Industry Capability, Leisure & Business Events and Promoting the Value of Tourism
- The South Australian Regional Visitor Strategy – highlights opportunities to grow South Australia's regional visitor economy

SOCIAL MEDIA

CONNECT WITH THE SATC ON SOCIAL MEDIA

Post to our pages or use the relevant hashtags and handles to help us and others see your posts.

Facebook:

Consumer: facebook.com/SeeSouthAustralia
@southaustralia #seesouthaustralia

Corporate: facebook.com/SouthAustralianTourismCommission

Instagram:

Consumer: instagram.com/southaustralia
@southaustralia #seesouthaustralia
@eventssouthaustralia

Twitter:

Consumer: twitter.com/southaustralia
@southaustralia #seesouthaustralia

Corporate: twitter.com/tourismsa
@tourismsa

Events South Australia: twitter.com/EventsSA
@EventsSa

Top Tip

Familiarise yourself with the content posted to our own platforms – you can use this as a guide for what resonates with SATC's social media audience.

Show support for your region by also including the relevant hashtag/s in your posts:

#VisitAdelaideHills #Barossa #VisitClareValley
#EyrePeninsula #FleurieuPeninsula
#FlindersRangesAndOutback #LimestoneCoast
#MurrayRiverLakesAndCoorong #MyRiverland
#YorkePeninsula

You may also like to promote your nearest/most relevant branded Road Trip by using these hashtags:

#EpicureanWay #SeafoodFrontier #ExplorersWay
#SouthernOceanDrive #MightyMurrayWay
#CoastalWay

FOR FURTHER INFORMATION PLEASE CONTACT THE SOUTH AUSTRALIAN TOURISM COMMISSION

T: 8463 4511

E: destinationdevelopment@sa.gov.au

W: tourism.sa.gov.au

