

SPRING CAMPAIGN POCKET GUIDE



SOUTH AUSTRALIA™

FACT SHEET

Spring in South Australia isn't still. It's bursting with life.

Awakening your senses and calling you to presence.

**A season alive with colour, flavour and possibility.
Everything feels fresh again. The days stretch a little longer,
the landscape comes alive and experiences spill effortlessly
into the outdoors.**

**The clink of glasses over a long lunch in the sunshine. Fresh produce
served straight from the source. A winding road through vineyards
dressed in green. Seasonal events, generous tables and regional
adventures that stay with you long after the last mouthful.**

Ahh the simple pleasures...

This is your chance to attract more visitors, boost bookings and show off your business,
all while riding the wave of our destination-wide activity designed to inspire spring travel
and celebrate South Australia's exceptional food, drink and tourism experiences.

Spring in South Australia brings the simple pleasures to the table.

What is the Spring Campaign?

The Spring Campaign is the South Australian Tourism Commission's seasonal marketing activity designed to build short-term travel demand and encourage visitation across South Australia.

Food & Drink is the lead theme, creating a strong and distinctive reason to visit South Australia this spring. The activity will bring together campaign advertising, destination storytelling, itineraries, events, experiences and bookable operator product to move travellers from inspiration to planning and booking.

The campaign sits within our long-term Celebrate the Simple Pleasures destination brand platform, showcasing the experiences that make time spent in South Australia meaningful and memorable.

What are we aiming to achieve?

The campaign aims to continue building demand through South Australia's Food & Drink credentials.

Food & Drink will create desire for a South Australian trip, while stories, itineraries, experiences, events and offers will help travellers shape their plans and take the next step towards booking.

The campaign will also provide a platform for industry to participate by adding a food or drink component to an existing experience, creating a new bookable product, or submitting a relevant event, deal or offer through ATDW.

Every touchpoint should help shorten the distance between inspiration and booking.

When is the campaign launching and in what markets?

The Spring Campaign will run from September to December 2026.

South Australia will remain an important market for encouraging intrastate travel, supported by activity in key interstate markets. Campaign activity will build awareness and appeal for South Australia while directing engaged travellers towards relevant content, experiences, events, offers and bookable operator product.

Who is the target audience for this campaign?

This is not something for everyone, but rather everything for the ones who want what we've got.

The campaign will target domestic travellers seeking meaningful travel experiences, particularly from markets with strong visitor potential.

Emphasis will remain on our two Primary Audience Segments: **Cultural Contributors** and **Authentic Connectors**. These audiences are well aligned to South Australia's spring offering.

What media channels are included in the campaign?

The Spring Campaign will use a connected mix of paid, owned and earned channels to inspire travel, support planning and create clearer pathways to bookable South Australian experiences.

Campaign activity will appear across outdoor advertising, radio, video, Facebook, Instagram, display advertising, search engine marketing, email marketing, editorial and destination storytelling, public relations and co-operative partner activity.

High-reach campaign activity will build awareness and keep South Australia front of mind, while digital, social and owned channels will surface regional stories, itineraries, experiences, events and offers.

Food & Drink will lead the campaign story, supported by broader seasonal and regional content across southaustralia.com.

Relevant activity will direct consumers to Food & Drink content, spring content, curated itineraries and individual operator product pages depending on the experience and creative.

From inspiration to booking

- 1. Create desire**
Food & Drink creates desire for a South Australian trip.
- 2. Build intent**
Stories and itineraries turn appetite into a trip plan.
- 3. Make it tangible**
Events, experiences and offers give travellers something specific to choose.
- 4. Enable action**
ATDW and operator product pages create a direct pathway to book.



Food & Drink will lead the campaign story...

Campaign Creative

Awareness builds demand and keeps South Australia front of mind

OUTDOOR STATIC



TVC



OUTDOOR MOTION



DISPLAY - VIDEO



DISPLAY - MREC



RADIO



Campaign Creative

Activation turns demand into plans and bookings

Social, display and digital activity will showcase specific experiences, regional stories, events, offers and bookable operator product, helping travellers move from interest to action.

FACEBOOK CAROUSEL



CONSIDERATION SOCIAL



CONVERSION SOCIAL



How does the campaign showcase the regions?

Every region in South Australia has its own special way of experiencing spring. We're here to celebrate these stories, giving them life and meaning through our seasonal activity.

Our Celebrate the Simple Pleasures brand platform has been designed to build multiple stories around the simple pleasures found throughout South Australia, allowing us to showcase more of what the state has to offer under one unifying brand.

Food & Drink will lead the Spring Campaign, providing a strong platform to showcase regional produce, places, people, events and experiences. From a wine on arrival or a hamper of local produce to hosted dining, farm-gate experiences and regional events, operators across every region can find a way to participate.

The campaign will also be supported by broader destination storytelling, digital content and itineraries that help travellers discover experiences across South Australia and turn inspiration into a trip plan.



Regions will see themselves reflected across the activity through diverse experiences, events, offers, itineraries, editorial content and bookable operator product.

Campaign activity is only one part of how we promote South Australia. Even if you don't see your region in a particular advertisement, our year-round marketing continues to showcase regions through social media, editorial and publisher content, search engine marketing, email campaigns, online advertising and content across southaustralia.com.

Are there any partners in the campaign?

Yes, domestic co-operative marketing campaigns will continue with key strategic partners, including airline partners, SeaLink, Helloworld, Expedia, Webjet, Tripadvisor and Discovery Parks.

How do industry and operators fit into the Spring Campaign?

We're inviting local tourism operators to bring Food & Drink into their experience in a way that feels genuine to their business, product and guests.

The Spring Campaign is our collective opportunity to create desire among travellers by showcasing the food, drink, experiences, events and seasonal offers that make South Australia worth visiting.

Our campaign is made stronger by your offering. The more operators who participate with appealing and bookable products, the more reasons travellers have to explore South Australia and turn campaign inspiration into a real trip.

So have some fun with it. Add a food or drink inclusion to your existing experience, create something new, collaborate with a local producer or package complementary businesses together.

Food & Drink doesn't need to be your whole experience. It can be a thoughtful inclusion that adds value and gives travellers another reason to choose your product.

What Could You Offer?

- A local wine on arrival.
- A regional produce platter or picnic hamper.
- Breakfast featuring local produce.
- A guided walk followed by a tasting.
- A kayak and coffee experience.
- A stay paired with a nearby dining experience.
- A seasonal menu or long lunch.
- A cooking, blending or tasting class.
- A farm-gate, fruit picking or producer experience.
- A food or wine event.
- A midweek package, add-on or value inclusion.
- A collaboration with another local tourism or hospitality business.
- A limited-time food and drink deal.

Make it your own

Bring Food & Drink into your experience, from a simple welcome inclusion to a fully hosted experience. Choose the level that best complements your product and guests.

Why Get Involved?

- We'll feature your offer in our multi-channel campaign.
- Reach a wide audience of engaged travellers.
- Stand out as a must-do experience this season.
- Create a stronger reason for visitors to book.
- It's free to participate!



Make sure you bookmark our [Campaign Hub](#) as your go-to source for campaign updates, tools and resources.

Get Involved in 3 Easy Steps:

1. **Create** - A new food or drink experience, or add a food or drink inclusion to an existing tourism product, package, event, deal or offer.
2. **Publish** - Add or update the experience in ATDW with clear inclusions, compelling copy, strong imagery and a direct link to further information or booking.

Depending on what you are offering:

- Update your existing product listing if Food & Drink is being added as an ongoing inclusion.
- Add a deal if it is a discount, special rate, package, value-add or inclusion available for a limited time.
- Create an event listing if it is a one-off, irregular or specially themed event.

For best results, ensure the experience or offer also has a dedicated page on your own website and connect that page to the relevant ATDW listing.

3. **Promote** - SATC campaign activity will inspire travel and connect consumers with relevant content, experiences, events, offers and operator product. You can also support the campaign through your own social media, email marketing, website content and local partnerships. Share the simple pleasures found in your experience and show travellers what makes it worth the trip.

Important Campaign Mechanic

Food & Drink related offers and experiences may be surfaced through Food & Drink campaign activity and content. Other relevant spring offers can continue to appear through broader seasonal and always-on activity.

To make the most of the campaign period, ensure your ATDW listings are current, compelling and connected to a clear consumer pathway.

ADDITIONAL RESOURCES

[Campaign Hub](#)

[Food and Drink landing page](#)

[Spring landing page](#)

[ATDW Support and Marketing Hub](#)

[Media Gallery](#)

[Public Relations Toolkit](#)

[How to load a deal and offer on the Australian Tourism Data Warehouse \(ATDW\)](#)

[How to create or update an ATDW event listing](#)

[Optimising for ATDW](#)



SOUTH AUSTRALIA

South Australian Tourism Commission

tourism.sa.gov.au