

ATDW TIPS & TRICKS

2021 THE YEAR OF
SOUTH AUSTRALIAN WINE
EVENT ORGANISERS



INTRODUCTION

If there's one thing that got us through the last 12 months, it's rallying together and celebrating what we do best here in South Australia. So let's raise a glass of South Australian world-class wine to the 12 months ahead. In fact, let's call it 2021 the Year of South Australian Wine. We have the country's best wine, and with that, the country's best wine events.

With plans in place for an incredible calendar of events, festivals and truly unique wine experiences, 2021 offers an unparalleled opportunity for locals and interstate visitors alike to taste, feel, explore and see what the South Australian wine regions have to offer.

ATDW OVERVIEW

The Australian Tourism Data Warehouse is Australia's national platform for digital tourism information in Australia. With over 250+ distributors of this content, your event has the potential to be showcased on tourism websites such as southaustralia.com, australia.com and regional websites. Best of all, this is quick, easy and free to South Australian businesses and events, and drives qualified and commission free leads directly to your event.

ATDW BEST PRACTICE

LEAD TIME

Have your event details finalised and ATDW listing created well ahead of time, 3-4 months, allowing for appropriate lead in time for marketing of the event. Please note your event will automatically be disabled and removed from southaustralia.com once the event is complete.

CREATE OVERARCHING UMBRELLA EVENT

If you are a Major Event with considerable events within the program, such as Adelaide Fringe Festival, Tour Down Under, Tasting Australia etc, please create an overarching umbrella event, as well as the individual events within the program. This will assist SATC in promoting the event to both intrastate and interstate markets, where appropriate.


SHARE STRATEGY WITH SATC

Share your marketing strategy with SATC and communicate the top drawcard events within your events program, including high res imagery for use on SATC's owned channels. SATC may be in further contact to arrange a dedicated meeting around the promotion of your event.



EVENT LISTING EXAMPLES

OVERARCHING UMBRELLA EVENT LISTING



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📍 Various locations, Clare, Clare Valley, South Australia, 5453

☎ 8842 2131

✉ ask@clarevalley.com.au

🌐 <https://www.clarevalley.com.au/whats-on/gourmet-weekend>

[VISIT WEBSITE](#)


[SYNC TO CALENDAR](#)

[Share](#)

CLARE VALLEY SCA GOURMET WEEK 2021

14 May 2021 - 23 May 2021
Next Occurrence : 14 May 2021
09:00 AM - 11:00 PM

EVENT LISTING WITHIN OVERARCHING UMBRELLA EVENT



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FREE

📍 8 Spring Gully Road, Clare, Clare Valley, South Australia, 5453

☎ 8842 2131

✉ ask@clarevalley.com.au

[SYNC TO CALENDAR](#)

[Instagram](#) [Facebook](#)

[Share](#)

GATEWAY TO GOURMET

14 May 2021 - 14 May 2021
Next Occurrence : 14 May 2021
05:00 PM - 08:00 PM

DO'S & DON'TS

DO

- ▶ Have your event listed early to allow sufficient time for event marketing
- ▶ Include High Res Imagery showcasing what guests will experience whilst attending the event
- ▶ Include a full description of what the guests will experience from the event
- ▶ Best contact and booking details, including ticket pricing and booking URL
- ▶ Consider any local partnership opportunities in your area to enhance and drive visitation to your event by leveraging the Deals & Offers functionality in ATDW. For example, partnering with an accommodation and transport provider to offer an event package. For further information refer to the [Deals & Offers Quick Guide](#).

DON'T

- ▶ Don't leave your listing until the last minute
- ▶ Don't showcase your event by using portrait sized photos, posters, brochures, logos or photos with written text – these are not accepted.

DIGITAL MARKETING OPPORTUNITIES


SATC offers opportunities for events and associated wine businesses, wineries, tour operators, experience providers etc, to be featured in digital marketing activity across its owned consumer and corporate channels including southaustralia.com, Facebook (South Australia and South Australian Tourism Commission), Instagram (@southaustralia and @satourismcommission) and email database. By ensuring the information in this document has been completed to a high standard, it is more likely you will have an opportunity to feature in the digital marketing efforts of the SATC, particularly within dedicated guides and featured carousels within the southaustralia.com [Wineries in South Australia](#) page.

DIGITAL MARKETING EXAMPLES


FEATURED LISTINGS ON SOUTH AUSTRALIA.COM

Celebrate 2021 with these
WINE EVENTS


Celebrate the year of wine at one of South Australia's many events surrounded by rolling vineyards, the smell of oak, the sounds of live music and the taste of terroir.




Barossa
2021 Barossa Vintage Festival
14 Apr 2021 - 18 Apr 2021
Next Occurrence: 14 Apr 2021



Adelaide
Tasting Australia presented by RAA Travel
30 Apr 2021 - 09 May 2021
Next Occurrence: 30 Apr 2021



Clare Valley
Clare Valley SCA Gourmet Week 2021
14 May 2021 - 23 May 2021
Next Occurrence: 14 May 2021



Adelaide Hills from \$75
Grapes of Mirth - Comedy and Wine in The Adelaide Hills
28 Feb 2021 - 28 Feb 2021
Next Occurrence: 28 Feb 2021
Bar • Cafe • Carpark

DIGITAL MARKETING EXAMPLES

FEATURED LISTINGS ON FACEBOOK (SOUTH AUSTRALIA)

 **South Australia** 
Sponsored • 

Soak up summer's hottest events in South Australia. Find out What's On in your backyard this weekend.



Learn More



Barossa Vintage Festival
14th Apr - 18th Apr

Learn More



2021 OTR Super Sprint
7th May - 9th May

 Like  Comment  Share

ATDW INFORMATION & RESOURCES

For further information and ATDW resources please [visit our website](#) to view useful videos and guides specific to the events sector.

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tourism.sa.gov.au/support/atdw

