

SOCIAL MEDIA FY18-19 RESULTS

KEY NUMBERS

336K LEADS*

TO INDUSTRY FROM
OWNED SOCIAL MEDIA
INCLUDING

11,643 ATDW LEADS**

WHICH IS **↑ 741%** ON
THE PREVIOUS YEAR.

SOCIAL FOLLOWING

2.4M **↑ 15%**



FACEBOOK
↑ 15.2% TO 1.6M



INSTAGRAM
↑ 25% TO 338K



WEIBO
↑ 5% TO 293K



TWITTER
↑ 2% TO 250K



WECHAT
↑ 44% TO 62K

OWNED SOCIAL TRAFFIC TO SOUTH AUSTRALIA.COM

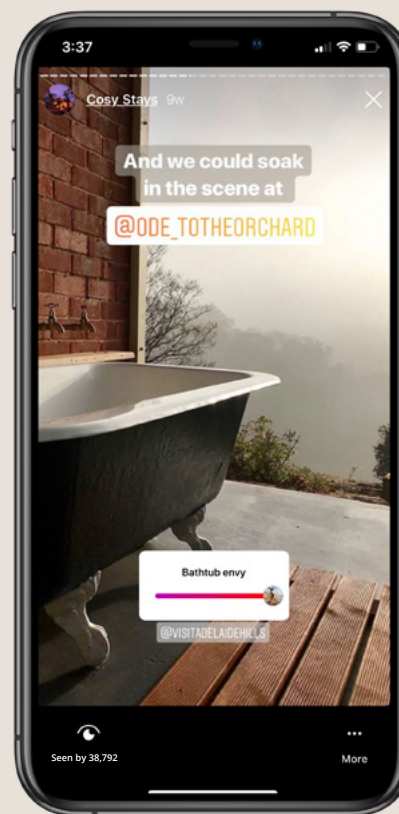
↑ 39.4% YOY

148K FY18-19

106K FY17-18



INSTAGRAM STORIES



20M

INSTAGRAM STORY VIEWS

324,950

SOCIAL MEDIA LEADS***

10,785 VISITS

TO **SOUTH AUSTRALIA.COM**

FROM INSTAGRAM STORIES



TOURISM.SA.GOV.AU

* Lead: the sum total of ATDW leads and social media leads

** ATDW lead: a website referral, booking enquiry, click to email or click to call occurring on a tourism operator's Australian Tourism Data Warehouse (ATDW) product page on southaustralia.com

*** Social media lead: when a social media follower clicks through to a tourism operator's Instagram account after clicking on their featured @handle within an Instagram Story