

SOUTH AUSTRALIAN TOURISM COMMISSION

WORKING WITH THE SATC



TOURISM.SA.GOV.AU

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/support/atdw

SUBSCRIBE TO OUR E-NEWSLETTERS

Keep up to date with the latest tourism news with our regular industry alerts:

tourism.sa.gov.au/newsletter-signup

Subscribe to our consumer newsletter to learn about the latest South Australian travel deals, inspiring places to visit, major events and new experiences. [Subscribe here.](#)

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/regions

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 Photography Style Guide:

tourism.sa.gov.au/news/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

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](https://facebook.com/southaustralia) [#seesouthaustralia](https://facebook.com/seesouthaustralia)

Corporate:

facebook.com/SouthAustralianTourismCommission

Instagram

Consumer: instagram.com/southaustralia

[@southaustralia](https://instagram.com/southaustralia) [#seesouthaustralia](https://instagram.com/seesouthaustralia)
[@eventssouthaustralia](https://instagram.com/eventssouthaustralia)

Twitter

Consumer: twitter.com/southaustralia

[@southaustralia](https://twitter.com/southaustralia) [#seesouthaustralia](https://twitter.com/seesouthaustralia)

Corporate: [@tourismsa](https://twitter.com/tourismsa)

Events South Australia: twitter.com/EventsSA

[@EventsSa](https://twitter.com/EventsSa)

TikTok

Consumer: tiktok.com/@southaustralia

[@southaustralia](https://tiktok.com/@southaustralia) [#seesouthaustralia](https://tiktok.com/seesouthaustralia)

REGIONAL SUPPORT

- Show support for your region by also including the relevant hashtag(s) in your posts:

[#VisitAdelaideHills](https://twitter.com/VisitAdelaideHills) [#Barossa](https://twitter.com/Barossa) [#VisitClareValley](https://twitter.com/VisitClareValley)
[#EyrePeninsula](https://twitter.com/EyrePeninsula) [#FleurieuPeninsula](https://twitter.com/FleurieuPeninsula)
[#FlindersRangesAndOutback](https://twitter.com/FlindersRangesAndOutback) [#LimestoneCoast](https://twitter.com/LimestoneCoast)
[#MurrayRiverLakesAndCoorong](https://twitter.com/MurrayRiverLakesAndCoorong) [#MyRiverland](https://twitter.com/MyRiverland)
[#YorkePeninsula](https://twitter.com/YorkePeninsula)

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

[#EpicureanWay](https://twitter.com/EpicureanWay) [#SeafoodFrontier](https://twitter.com/SeafoodFrontier) [#ExplorersWay](https://twitter.com/ExplorersWay)
[#SouthernOceanDrive](https://twitter.com/SouthernOceanDrive) [#MightyMurrayWay](https://twitter.com/MightyMurrayWay)
[#CoastalWay](https://twitter.com/CoastalWay)



TOP TIP

Familiarise yourself with the content posted to the SATC's social media platforms – you can use this as a guide for what resonates with South Australia's key target markets.

WORKING WITH THE SATC

Further resources

REVIEW SATC'S INDUSTRY SUPPORT TOOLS

- Download the full suite of industry tools and resources available on our corporate website: tourism.sa.gov.au/support/industry-resources-and-tools
- Learn about SATC funding opportunities and workshops
- Refer to the ATDW & Marketing Hub for tips on how to optimise your digital presence: tourism.sa.gov.au/support/atdw

KEEP UP TO DATE WITH THE LATEST STATISTICS

Check the latest tourism data and visitor statistics: tourism.sa.gov.au/insights

- **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 show 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. You can read the plan [here](#).
- The South Australian Regional Visitor Strategy 2025 highlights opportunities to grow South Australia's regional visitor economy. Each region has its own chapter identifying its unique priorities and visitor economy objectives. You can read the strategy [here](#).

FEATURE THE STATE BRAND LOGO

Demonstrate that your business supports the local industry by registering to use the State Brand and I Choose SA logo/s on your marketing collateral:

dti.sa.gov.au/state-brand

#ichoosesa



FOR FURTHER INFORMATION PLEASE CONTACT THE SOUTH AUSTRALIAN TOURISM COMMISSION:

T: 8463 4500

E: destinationdevelopment@sa.gov.au

W: tourism.sa.gov.au