

WORKING WITH SATC CHECKLIST



Government
of South Australia

South Australian
Tourism Commission

CONNECT WITH US

- Visit our corporate website:
www.tourism.sa.gov.au
Check out our industry resources and tools to help you develop your tourism business:
www.tourism.sa.gov.au/events-and-industry/industry-support/industry-resources-and-tools

- Subscribe to our newsletters:
Tourism News:
www.tourism.sa.gov.au/subscribe
Consumer News:
www.southaustralia.com/subscribe

- Register your business on our consumer website via the Australian Tourism Data Warehouse (ATDW):
www.tourism.sa.gov.au/events-and-industry/industry-support/atdw

- Use the Brand South Australia logo on your marketing collateral.

Register here:
www.brandsouthaustralia.com.au/register-to-use-the-state-brand

- Know your Regional Tourism Manager:
www.tourism.sa.gov.au, you'll find further information under 'About' and then 'Regions'.

- Story suggestions from tourism operators are always welcome. If you have a tourism industry update, contact the Corporate Communications Team at industrymail@sa.gov.au

SOCIAL MEDIA

- 'Like' South Australia's Facebook page:
<https://www.facebook.com/SeeSouthAustralia>

Post a photo on our page to be eligible for reposting on Facebook, Twitter or Instagram.
- Follow @southaustralia on Instagram.
www.instagram.com/southaustralia

Tag @southaustralia and hashtag #seesouthaustralia to be eligible for possible sharing on our profile.
- Follow our Twitter accounts:

Consumer: @southaustralia #seesouthaustralia
www.twitter.com/southaustralia

Corporate: @tourismsa
www.twitter.com/tourismsa

Events: @EventsSa
www.twitter.com/EventsSA

RESOURCES AND OPPORTUNITIES

- Check out the latest tourism data and visitor statistics:
International:
www.tourism.sa.gov.au/research-and-statistics/south-australia/international-performance
Domestic:
www.tourism.sa.gov.au/research-and-statistics/south-australia/domestic-performance

- Check out our Tourism Profiles:
Regional Tourism Profiles:
www.tourism.sa.gov.au/research-and-statistics/regions/regional-tourism-profiles
Value of Regional Tourism Profiles:
www.tourism.sa.gov.au/research-and-statistics/regions/value-of-regional-tourism

- Learn about our key international markets:
www.tourism.sa.gov.au/research-and-statistics/south-australia/international-market-profiles

- Check out our strategic plans:
www.tourism.sa.gov.au/about/what-we-do/strategic-plans

- Provide us with your high quality images for the positive promotion of South Australia on our Media Gallery
www.media.southaustralia.com/

- Learn about upcoming industry events
www.tourism.sa.gov.au/events-and-industry/industry-support/industry-events

EVENTS SOUTH AUSTRALIA

- Learn about workshops, funding and in-kind support for your event: www.tourism.sa.gov.au/events-and-industry/events-south-australia/event-funding-and-support
- View South Australia's Event Calendar here:
www.southaustralia.com/en/things-to-do/whats-on
- Register your event on the Australian Tourism Data Warehouse (ATDW) to feature on our consumer website.
www.tourism.sa.gov.au/events-and-industry/industry-support/atdw