



An Australian Government Initiative



Regional
Development
Australia

YORKE AND MID NORTH

Getting to know the Southern Flinders Ranges Tourism Industry

The visitor economy, tourism support network
and the **Australian Tourism Data Warehouse**

Presented by Regional Development Australia Yorke and Mid North

Acknowledgement of Country

Regional Development Australia Yorke and Mid North acknowledge the Traditional Owners of the land on which we meet today and pay our respects to Elders past and present.

Overview:

- Introductions
- Scene setting, let's get to know the tourism industry
- What is ATDW and why is it important?
- Description, imagery and elevating your listing - put your best foot forward
- Simple Pleasures – new SA brand platform
- If time allows... let's have a look at ATDW live

Introductions –

Who have we got in the room?

Your name, the business/organisation you are representing today.

RDA Yorke and Mid North

Regional Development Australia Yorke and Mid North (RDAYMN) is a not-for-profit organisation funded by Federal, State and Local Governments.

Our purpose

Facilitate growth in economic prosperity within our region and improve the liveability of our communities

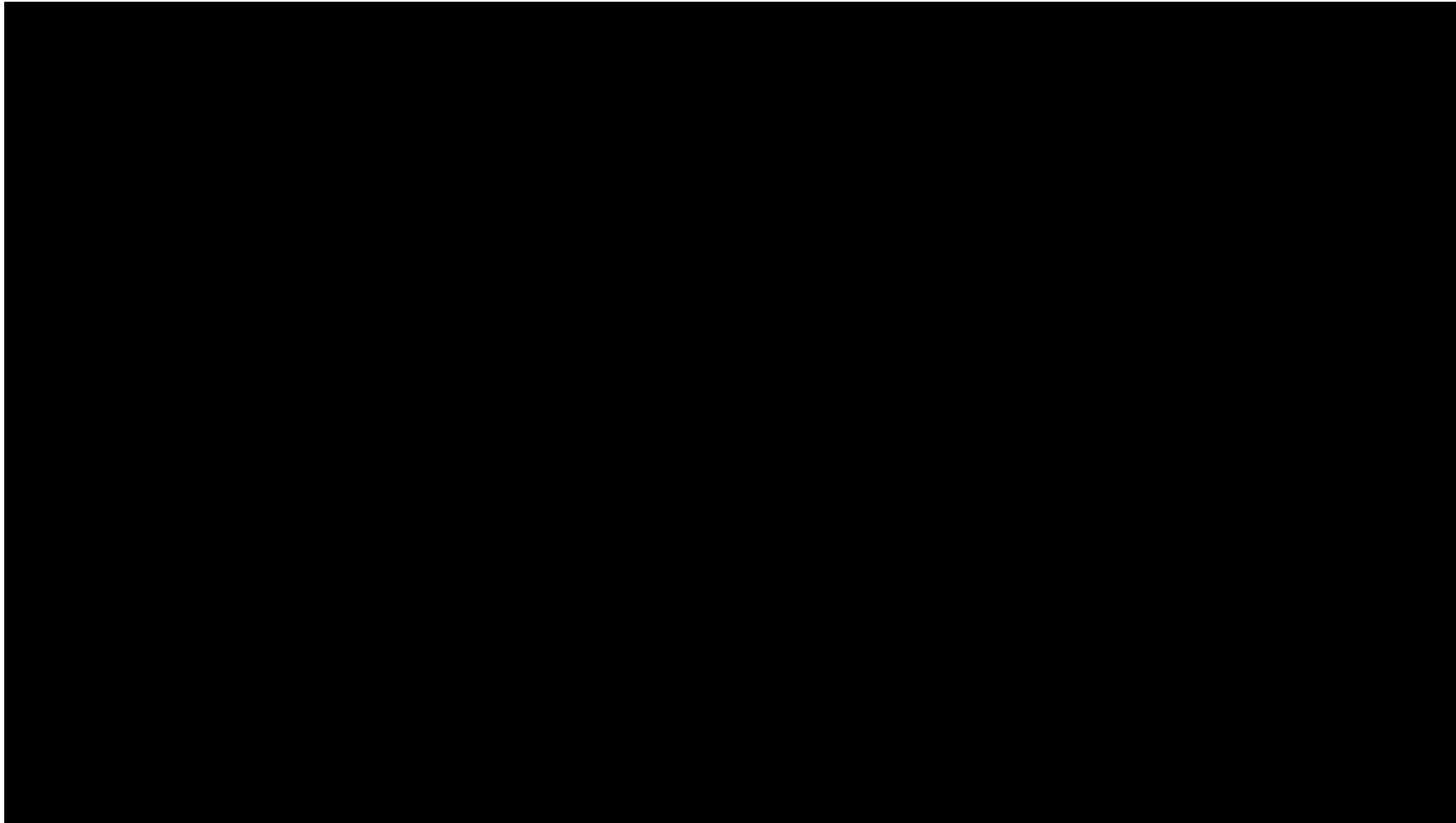
Our vision

Leverage our regional advantages to deliver and grow a resilient, attractive and secure future

Our partners

- 11 Local Governments
- State Government
- Federal Government
- Businesses
- Community groups
- Individuals

Value of the Visitor Economy

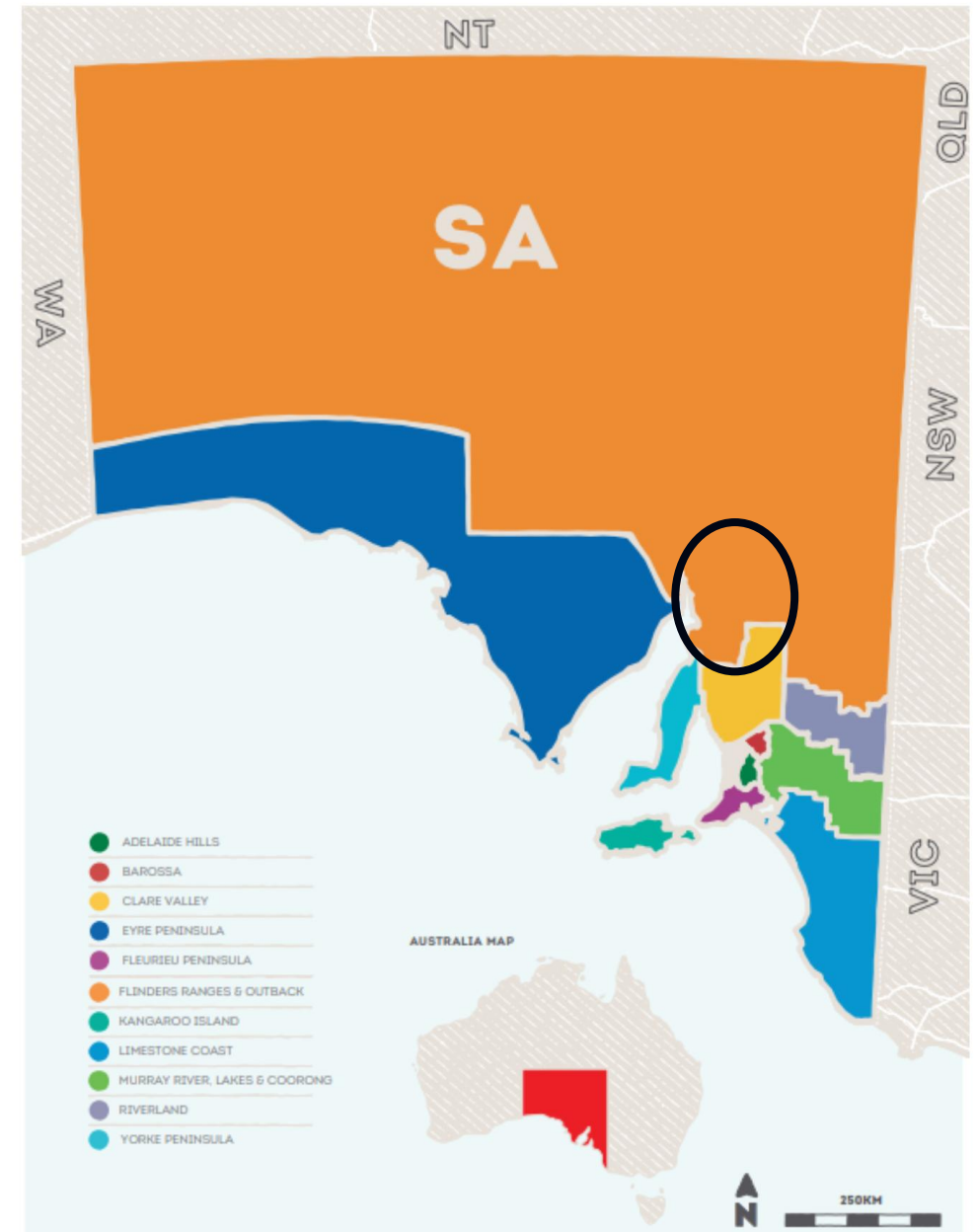


<https://www.youtube.com/watch?v=hnNhWZGDBqs>

The Flinders Ranges



The South Australian Tourism Regions



OVERVIEW OF THE TOURISM NETWORK



So, what is the ATDW?



The Australian Tourism Data Warehouse (ATDW) is a centralised, digital storage platform that helps businesses and events reach more visitors by listing their information on major tourism websites.

The ATDW ...

OWNED BY
AUSTRALIAN STOS



ACCESS TO
DISTRIBUTION
NETWORK OF OVER
250 WEBSITES



COMPLETELY FREE
FOR SOUTH AUSTRALIAN
OPERATORS



COMMISSION FREE
LEADS TO YOUR
BUSINESS



GATEWAY TO FEATURE
ACROSS SA.COM AND
IN SATC MARKETING
ACTIVITY



AUTOMATICALLY
GENERATED PRODUCT
PAGE ON SA.COM



APPEARANCE IN PAID
AND ORGANIC SEARCH
RESULTS



QUICK AND EASY TO
SET UP WITH
DEDICATED SUPPORT
TEAM



Example – Blowhole Beach

START PLANNING

Accommodation

Events

Experience



Blowhole Beach

Experiences • National Parks and Reserves, Natural Attractions

From AU\$10.90



TOURISM AUSTRALIA

ATTRACTION

BLOWHOLE BEACH

Fleurieu Peninsula



Blowhole Beach is a stunning ocean beach near the western edge of Deep Creek Conservation Park. You can walk 2 km to the beach from the Cobbler Hill carpark. Or if you have a four wheel drive vehicle you can drive down the steep track to the Blowhole Beach carpark. You can sometimes see dolphins in the surf and kangaroos nearby.

[Show More](#)

FACILITIES

Carpark

Family Friendly

PRICE

From \$10.90 to \$13.50
Vehicle entry fees apply.

LOCATION

[OPEN IN MAPS](#)



ATTRACTION

BLOWHOLE BEACH

Fleurieu Peninsula



+1

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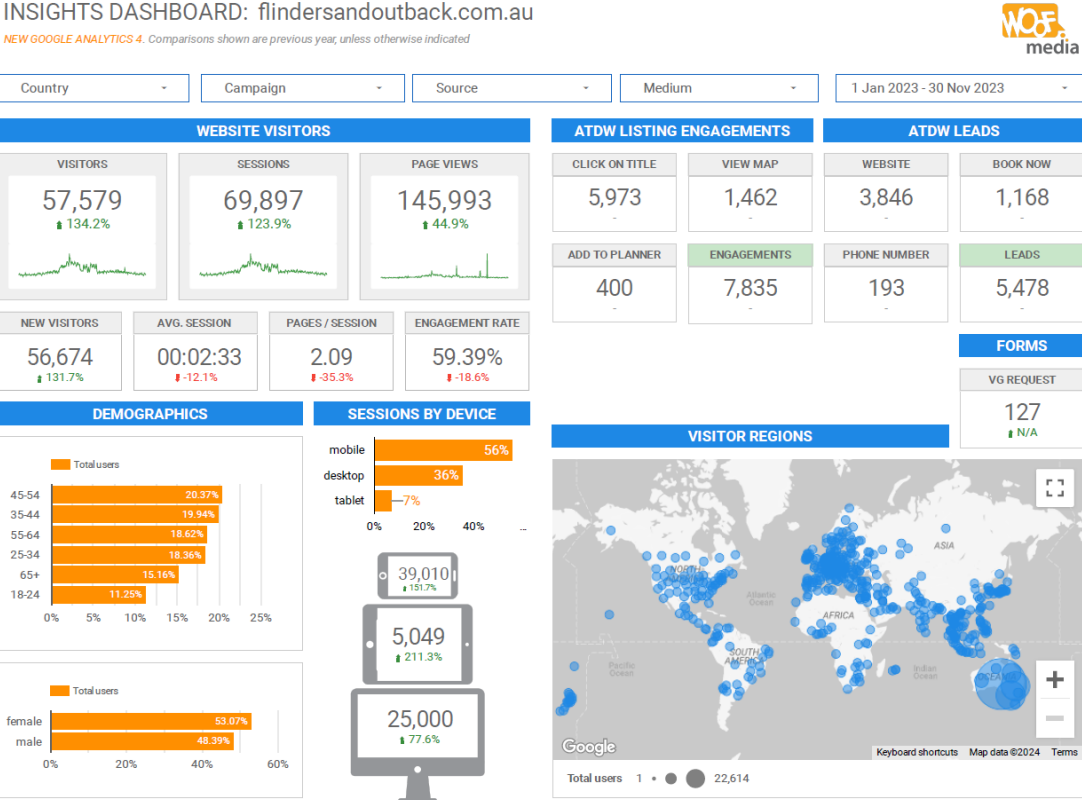
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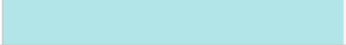
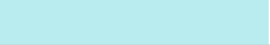
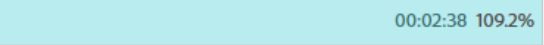
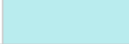
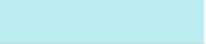
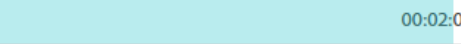
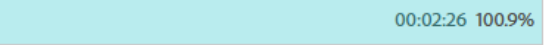
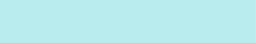
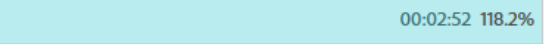
[OPEN IN MAPS](#)



So, why is it important to be listed on these websites?



So, why is it important to be listed on these websites?

	Visits		Total ATDW Leads (raw data)		Average Time on Site	
Marketing Channel						
Page: 1 / 4 > Rows: 5 1-5 of 16	Dec 3Nov 30		Dec 3Nov 30		Dec 3Nov 30	
	↓ 217,655 out of 217,655		56,282 out of 56,282		00:02:25 out of 00:02:25	
1. Organic Search						
2. Paid Search						
3. Direct						
4. Paid Social						
5. Internal						
	134,055 61.6%		28,373 50.4%		00:02:38 109.2%	
	49,713 22.8%		21,849 38.8%		00:02:02 84.0%	
	11,918 5.5%		1,409 2.5%		00:02:26 100.9%	
	8,269 3.8%		1,215 2.2%		00:01:10 48.3%	
	4,875 2.2%		1,086 1.9%		00:02:52 118.2%	

Categories within ATDW

MAJOR CATEGORIES	OTHER CATEGORIES	INDUSTRY ASSOCIATIONS
ACCOMMODATION	HIRE	DESTINATION INFORMATION
EVENTS	GENERAL SERVICES	INFORMATION SERVICES
FOOD AND DRINK	TRANSPORT	JOURNEY
ATTRACTIONS		
TOURS		

Tip

Be sure to think about your listing **through the lens of leisure tourism** and consider how the consumer will engage with your information.

This will help guide you on any updates that should be made to your listing to make it more user friendly.

Description

Details to the customer **what they can expect** by visiting your business or attending your event

Showcase what makes your business **unique**

Short, descriptive sentences – **don't include links, dates, contact information or pricing**

Make sure your **first sentence** is the most impactful

Don't copy exactly what you have written on your website

Examples of great images:



Adelaide Central Markets



Kuti Shack



Prairie Outback Lodge

First impressions matter



29 Jun - 27 Feb

Riverina



Infusion Games Trivia and Karaoke

Have a fun night testing your knowledge and singing talent.



17 Oct - 30 Jan

Clarence Valley



Music Bingo at The 383 Wooli

Gather your friends and bring your competitive spirit for a night of laughter and excitement. Music Bingo is not your average



10 Apr - 2 Mar

Riverina



Waggaroos Orienteering Summer Series and Winter Series

Orienteering club in Wagga Wagga with bush and urban events.

Images that are not accepted

Minimum image size: 1600 x 1200 pixels

Maximum image size: 10 MG



SIGN UP

www.lamusic.com
or call 412-232-2312

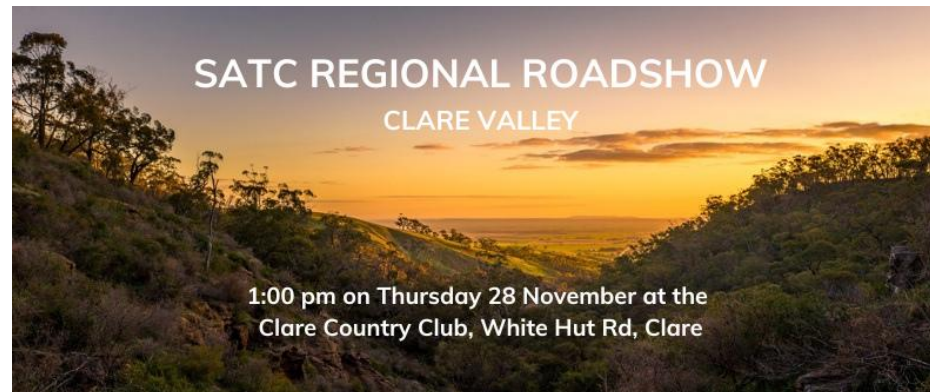
**Where
words fail,
music
speaks.**

COMPOSITION

Even when music is notated relatively precisely, as in classical music, there are many decisions that a performer has to make, because notation does not specify all of the elements of music precisely.

ELEMENTS

Music has many different fundamentals or elements. Depending on the definition of "element" being used, these can include: pitch, beat or pulse, tempo, rhythm, melody, harmony, texture, style, allocation of voices, timbre or color, dynamics, expression, articulation, form and structure.



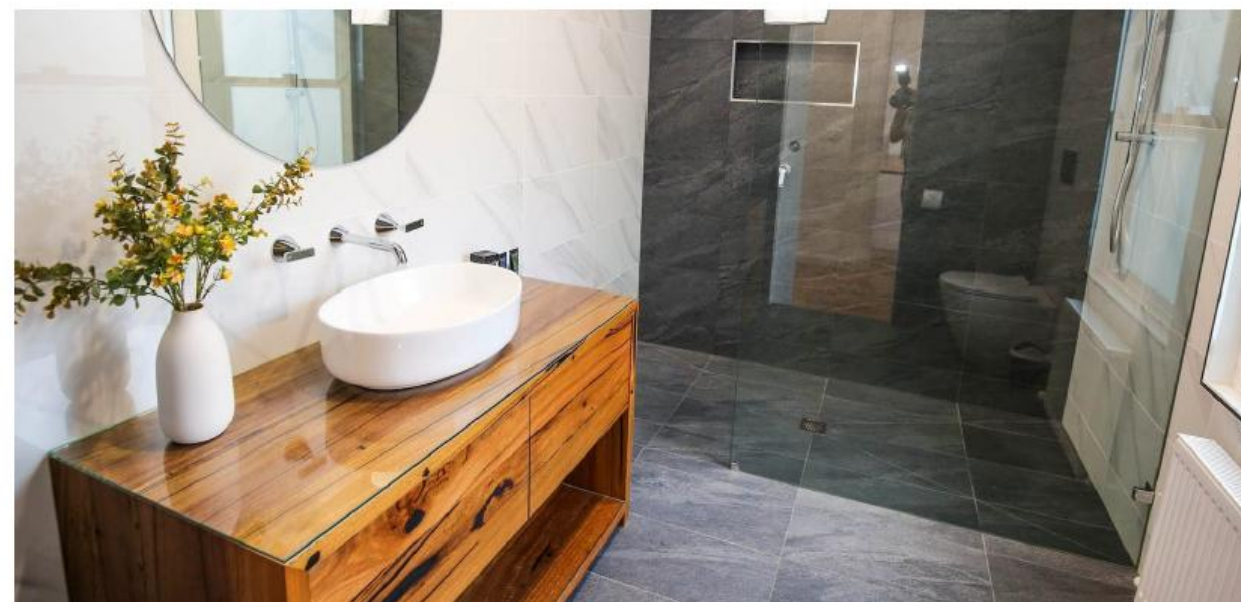
Which images sell the experience the best?



Which images are of fast-food chains?



Which images should be used as HERO IMAGES on ATDW?



Take your listing to the next level

Service Level Product

- Describe specific room types or tours, including multiple locations
- Adds extra information and creates additional pages about your business

Example: [Ceduna Foreshore Caravan Park](#)

Accessibility Information

- Allows users who have accessibility requirements to find suitable tourism products for their needs

Example: [Kalinya Estate](#)

Take your listing to the next level

Deals and offers

- Value adds, discounts, limited time offers or package deals
- Consider what drives your customers
- Additional exposure through campaigns (e.g. Simple Pleasures Guide to Winter) and onsite placements

Simple Pleasures

SHAPING SOUTH AUSTRALIA INTO A HIGH-APPEAL DESTINATION

South Australia has cracked something special. Ahh... the simple pleasures.

We have an abundance of simple pleasures, and they are found effortlessly. Here visitors get a whole bunch of what they need most, and what the world craves now, more than ever.

‘Celebrate the Simple Pleasures’ is the South Australian Tourism Commission’s marketing campaign launching our Destination Brand platform. This is not your typical tourism campaign – it is a long-term, category-breaking platform that captures South Australia’s craft, creativity, and culture.

We’re here to share with the world the joyful appreciation for what really counts; the simple things that make life meaningful.

Celebrate the simple pleasures.

Simple Pleasures

CAMPAIGN EPISODIC FILMS - STORIES THAT UNFOLD OVER TIME

We will serve South Australia's Simple Pleasures in stories, each true to who we are. The campaign introduces two episodes that celebrate a South Australian simple pleasure and one special that provides a look into the Land of Simple Pleasures. And that's just the start. Over time, gradual drops of episodes will be served up regularly and longer specials will punctuate with a deeper, progressive approach to storytelling.

Simple Pleasures



CELEBRATE THE SIMPLE PLEASURES CAMPAIGN POCKET GUIDE

Campaign overview and key information.

DOWNLOAD NOW



THE SIMPLE PLEASURES INDUSTRY GUIDE

Your invitation to embrace South Australia's Destination Brand platform.

DOWNLOAD NOW



YOUR INVITATION TO COLLABORATE

Submit stories, history, artists, musicians, simple pleasures and gems from your regions to help us build a rich catalogue of South Australianness to highlight over time.

GET IN TOUCH

Simple Pleasures



Why Yellow?

South Australia has unique light. It's warm and inviting, inspiring a bright, joyful air of optimism.

Reflecting these qualities with proud, bold confidence, we look to create category distinction with yellow.



A Simple Pleasures Guide to Winter

- Focus on creating more bookings this Winter, **highlighting Winter creatures, flavours, outings and stays** across South Australia
- Activity will span across **traditional media, digital media and co-operative partner activations**
- **CTA** is to drive domestic audiences to a dedicated Simple Pleasures Guide to Winter on southaustralia.com, as well as the [Holiday Deals and Offers page](#) which will lead bookings direct to operators through ATDW
- Key domestic markets targeted include **SA, NSW, VIC, QLD and WA**
- To get involved, industry should simply **list any Winter-based experiences and/or deals and offers on ATDW**. To make the most of the campaign, it is highly recommended ATDW updates are loaded by Friday, 9 May (however they will keep adding listings as they come through)
- Offers may include **experiences available in the cooler months** – think unique tour itineraries and outings or accommodation packages, as well as Winter-based events. Existing off-peak packages and special offers are also encouraged to be listed.

How often do you think you should update your listings?

In months:

3

Ideally...

6

8

12

At a minimum...

18

How early should you list your event on ATDW?

In weeks:

AS EARLY AS POSSIBLE

And now let's get started!

[ATDW](#)



Support & helpful resources

ATDW One-on-One Optimisation Sessions

- A free one-on-one Optimisation session with our Success Team will help operators unlock the full potential of their ATDW profile. We'll provide recommendations, tailored to their business, helping them gain maximum visibility and engagement for their product profile across ATDW's distribution network.
- These sessions are available at any time and typically take 30 minutes.
- Book here: <https://page.atdw.com.au/meetingoptimisation> or -->



ATDW Support & Marketing Hub – tourism.sa.gov.au

Get in touch!

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