

SOUTH AUSTRALIAN TOURISM COMMISSION

SOUTH AUSTRALIAN TOURISM COMMISSION UPDATE



OFFICIAL

ACKNOWLEDGMENT OF COUNTRY

The South Australian Tourism Commission acknowledges and respects Aboriginal people as the state's first people and nations, and recognises Aboriginal people as traditional owners of the land and occupants of South Australian land and waters.

“COMMUNITY”
ARTWORK BY GABRIEL STENGLE

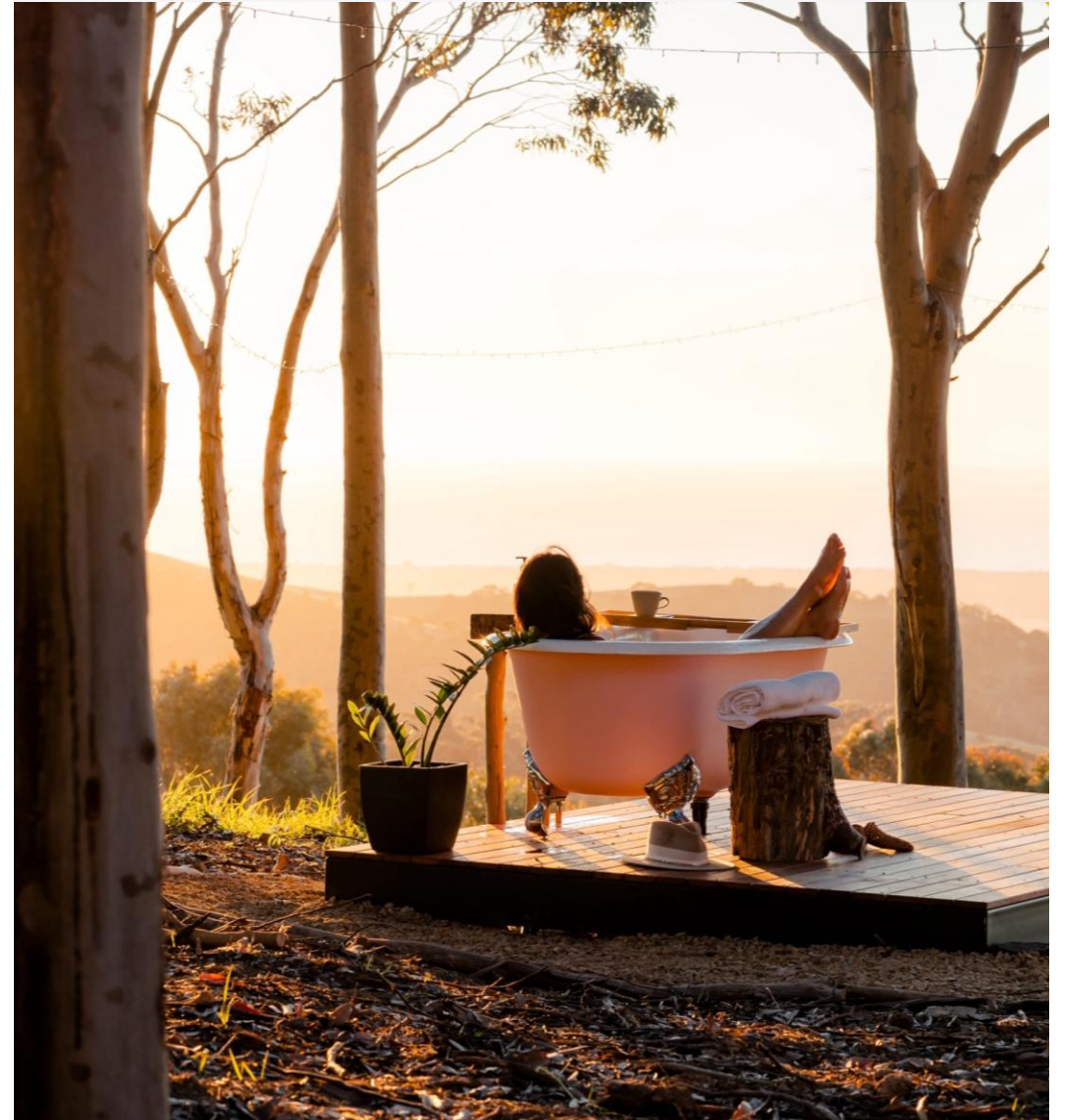
SATC | WHAT WE DO

Purpose:

Connecting the world with our people and place so South Australia thrives.

Vision:

To inspire globally and to be valued locally for our positive impact.

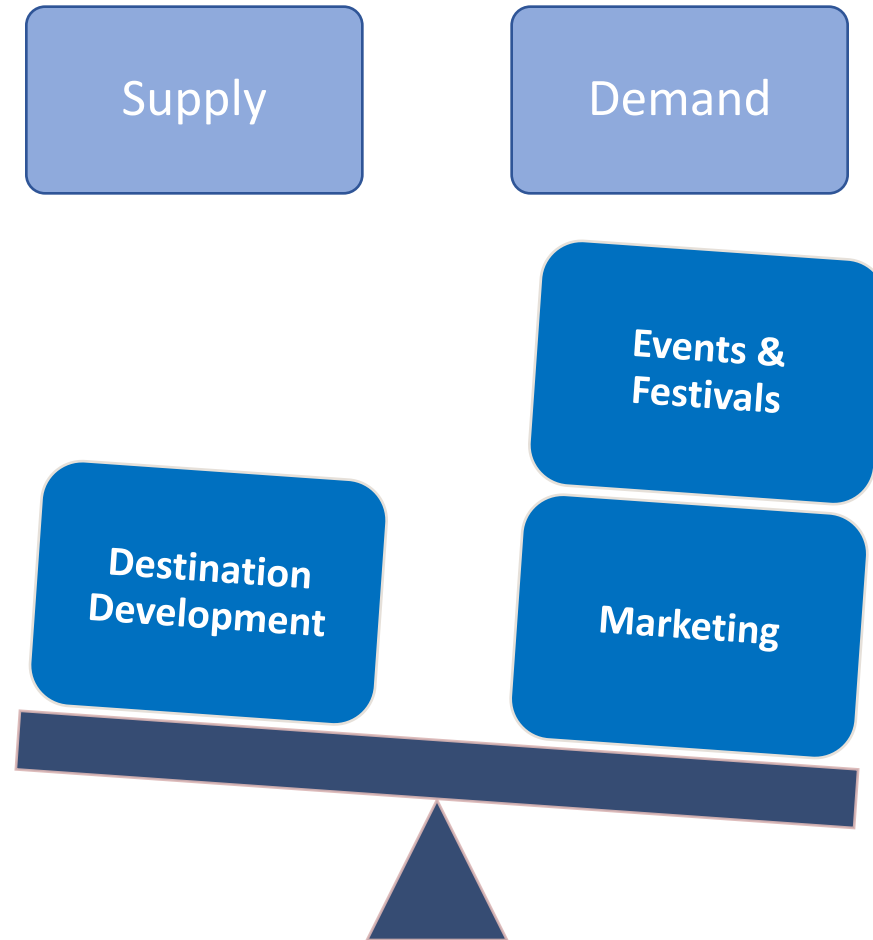


SATC | WHO WE ARE

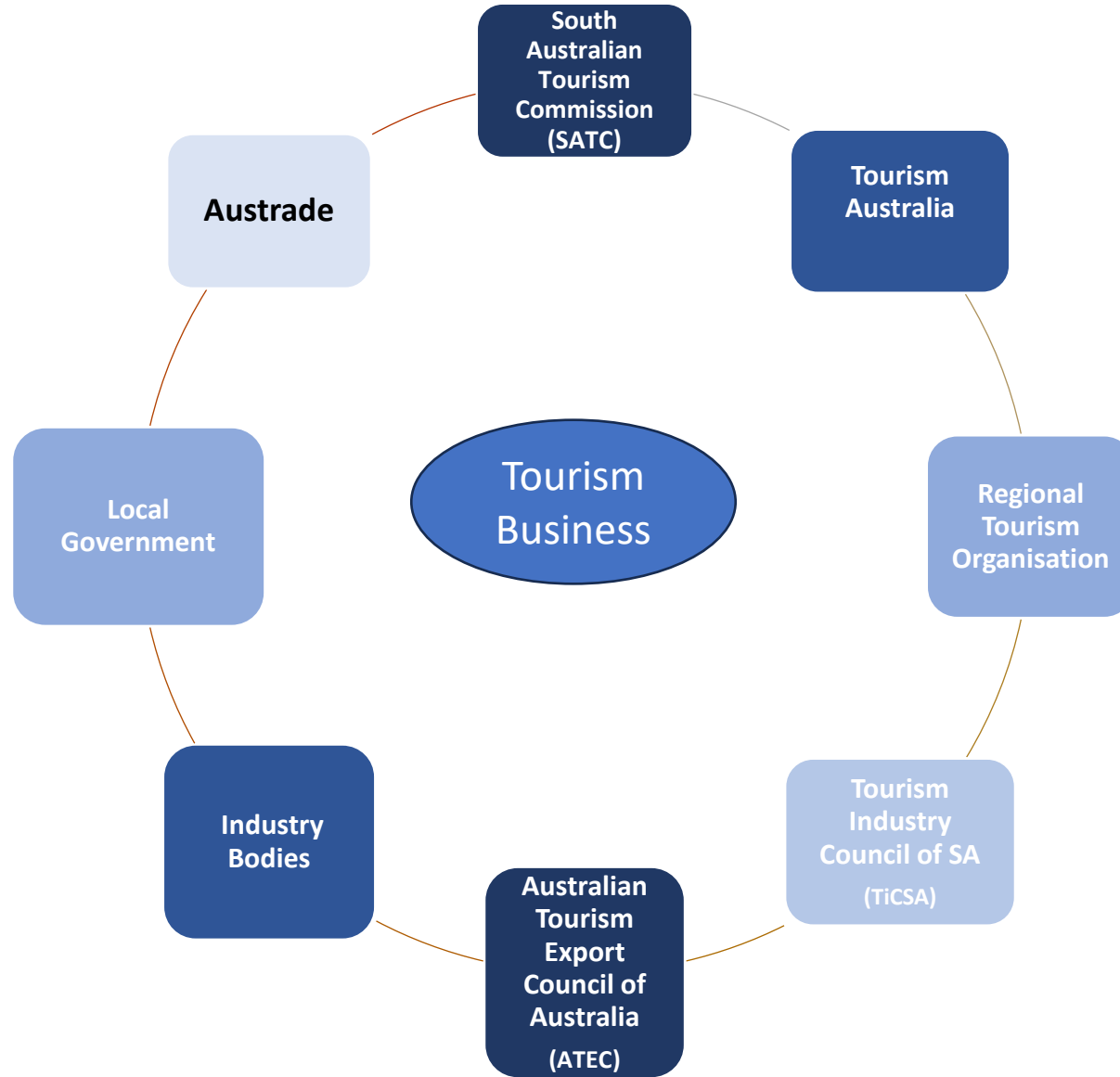
We are a statutory authority led by a CEO, governed by a Board of Directors and reporting to the Minister for Tourism.



SA TOURISM COMMISSION | WHO WE ARE



OVERVIEW OF THE TOURISM NETWORK

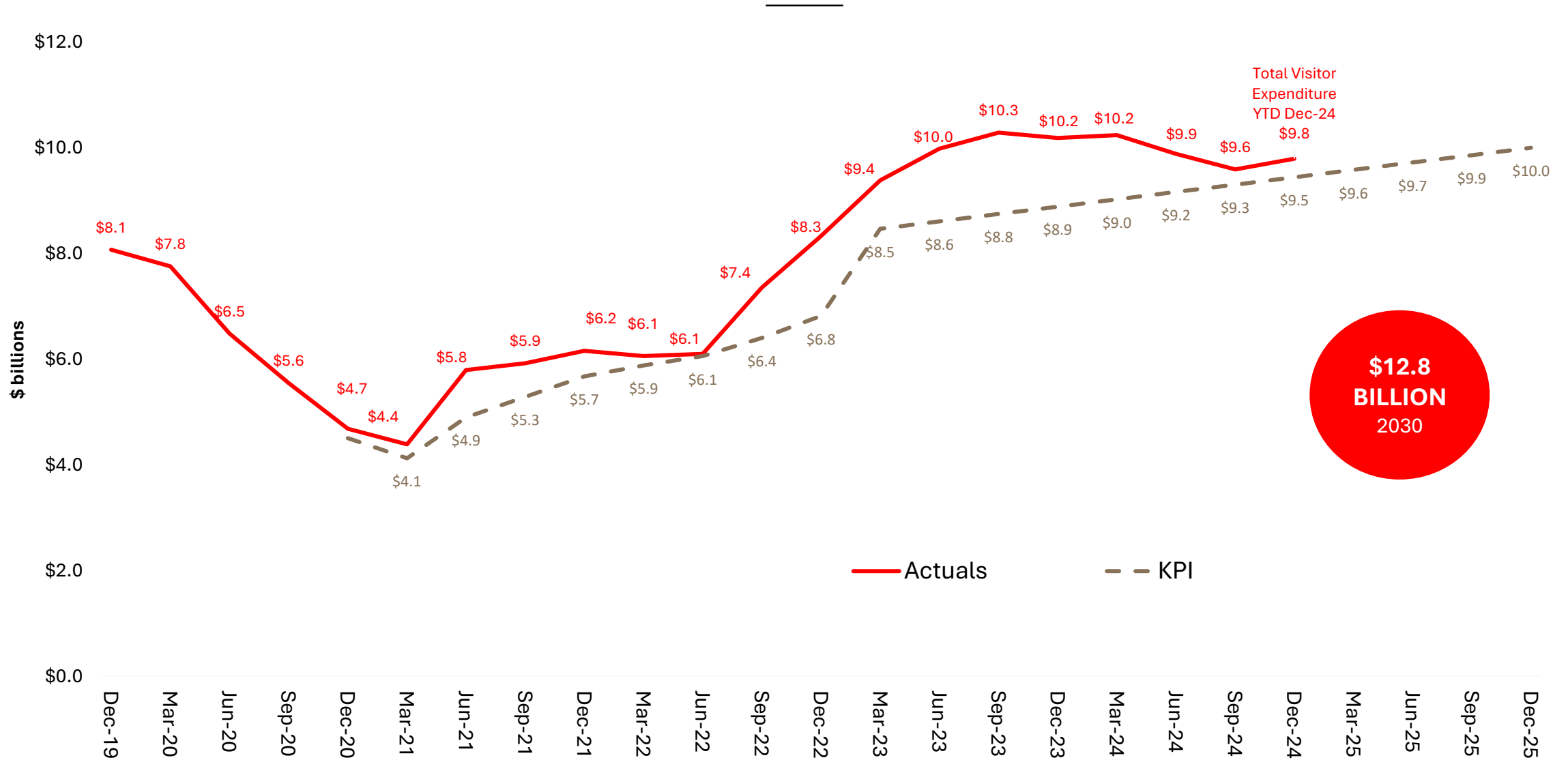




SOUTH AUSTRALIA

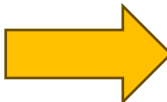
VISITOR ECONOMY UPDATE

SOUTH AUSTRALIAN TOURISM PERFORMANCE



**\$12.8
BILLION
2030**

	Visits		Expenditure	
Regions	Dec-24	Change on Dec-19	Dec-24	Change on Dec-19
Adelaide	3,933,000	0%	\$5,800,000,000	29%
Adelaide Hills	200,000	-12%	\$192,000,000	-7%
Barossa	244,000	-23%	\$287,000,000	27%
Clare Valley	222,000	9%	\$162,000,000	38%
Eyre Peninsula	455,000	-22%	\$455,000,000	-17%
Fleurieu Peninsula	727,000	-19%	\$519,000,000	-7%
Flinders Ranges and Outback	699,000	-25%	\$603,000,000	17%
Kangaroo Island	182,000	-12%	\$197,000,000	4%
Limestone Coast	807,000	4%	\$662,000,000	57%
Murray River, Lakes and Cooror	396,000	-12%	\$223,000,000	-20%
Riverland	464,000	8%	\$236,000,000	21%
Yorke Peninsula	620,000	4%	\$358,000,000	49%
Regional SA	4,615,000	-11%	\$3,950,000,000	11%
South Australia	8,034,000	-6%	\$9,800,000,000	21%



AUSTRALIA DESTINATION BRAND

Growing appeal through authentic
and distinctive marketing

An impressionistic painting of a rocky coastline. The water is a vibrant turquoise color, with large, textured brushstrokes. Two people are swimming in the water. The rocks are rendered in shades of purple, blue, and brown, with a rough, textured appearance. The overall style is expressive and colorful.

SOUTH AUSTRALIA

Celebrate the **SIMPLE PLEASURES**

SA = #6

CONSIDERATION + APPEAL

~~Tourism Salad~~

“Discover”

“Explore”

“Do more”

“Be more”



Won't get us from 6 to 3

South Australia has cracked something special, something so obvious it's taken years to perfect.

Here, a good life isn't measured by a few big moments, over-hyped then over in an instant. It's the millions of little memories that make up truly good days. Like years in a wine cellar, they all add up.

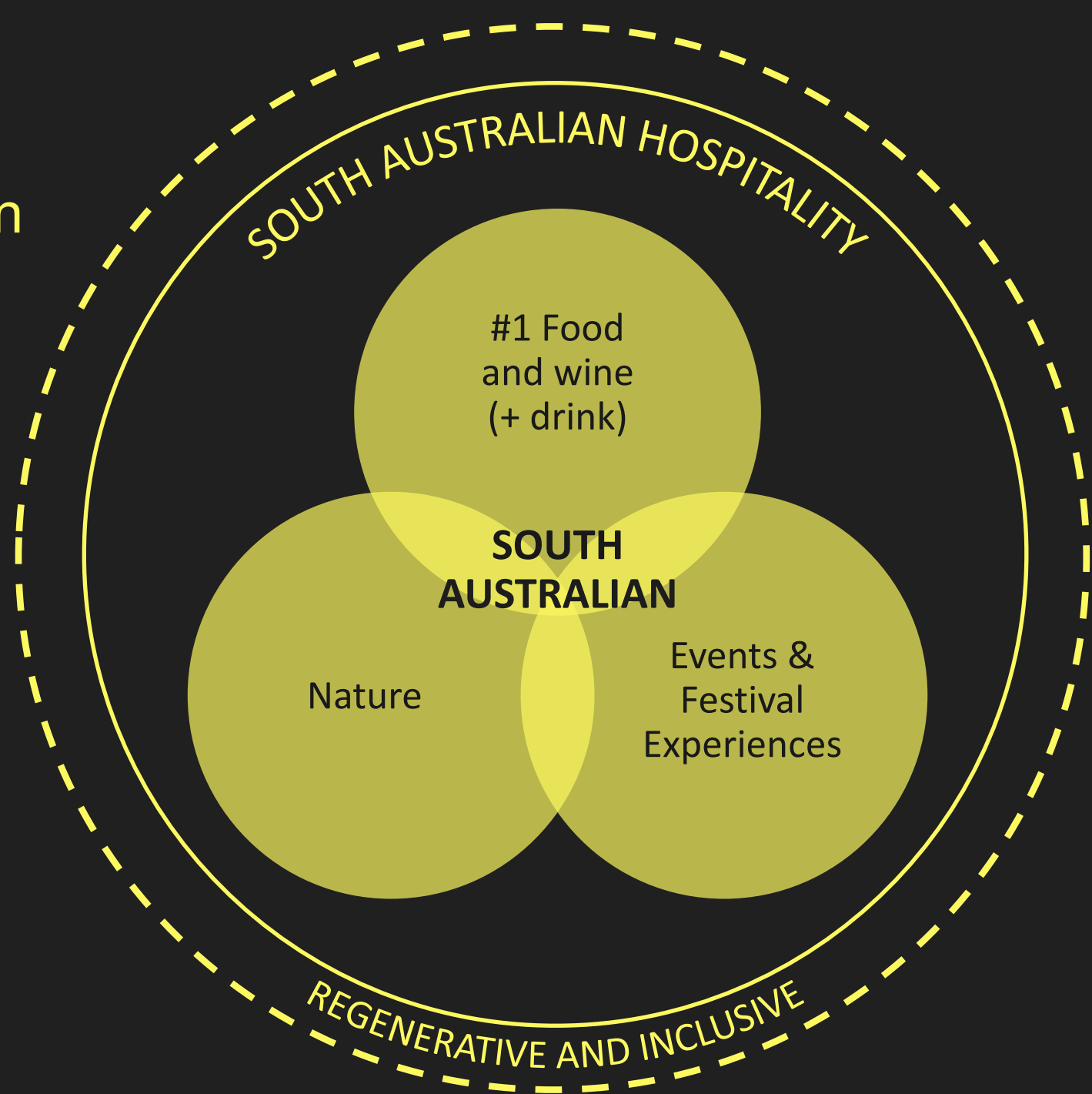
Welcome to a place that has been designed with this promise at its core. A place where these simple pleasures are the ones that hit the deepest. In South Australia, any which way you turn, you're met with an abundance of tastes, sights, smells and experiences that replenish you.

South Australians share a joyful appreciation for what really counts;
and in creating the things that make life meaningful.

And it turns out this way of seeing the world might just catch on if we let it.

South Australia has an *abundance*
of *Simple Pleasures*, and they are
found *effortlessly*.

Distinct South Australian Proposition



TONE OF VOICE

LOOK & FEEL

BEHAVIOUR

CHARACTER

Optimistic

Ambient

Show, don't tell

Special

Generous

Warm

Rich colour and detail

Abundant

Insightful

Focused

Assured confidence

Modern

Light-hearted

Candid

Levity and depth

Balanced

Down-to-Earth

Intimate

Charm, don't sell

Accessible

BELONGING

COMMITMENT

MEANING

GETTING INVOLVED





SIMPLE PLEASURES

- 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. simplepleasures@sa.gov.au
- Upload a winter deal on ATDW – lean into what your simple pleasures are.
- Have imagery? Let us know and we can upload it to the SA Media Gallery.

A scenic landscape featuring rolling hills under a clear sky. In the foreground, there is a vineyard on the left and a large, dark tree in the center. The middle ground shows a large, open field with visible tire tracks. The background consists of more rolling hills and a small body of water on the right. The text 'EXPERIENCE DEVELOPMENT PROGRAM' is overlaid in white, bold, sans-serif font across the center of the image.

EXPERIENCE DEVELOPMENT PROGRAM



STRUCTURE OF THE PROGRAM

Content of the Experience Development Program is delivered across 3 modules and designed to be interactive, with templates, review and points to entice deeper discussion.

Module 1 and 2 are held in regional locations and in person with out of session work assigned.

Module 1: *Building the foundations of tourism.*

- Overview of tourism ecosystem and key stakeholders
- Maximising ATDW listings
- Developing their unique selling proposition
- Importance and how to communicate sustainability and regenerative practises.
- Why accessibility is so important
- Pricing review



STRUCTURE OF THE PROGRAM

Module 2: *Selling the Experience*

- Discuss and review the customer journey
- Website reviews
- Social Media best practise
- Introduction to AI
- Introduction to trade and distribution
- How to maximise a famil and trade events

Module 3: *Perfect your pitch*

- Operators pitch their offering in a 15 minute online or in person presentation. The exercise is aimed to mimic a trade event scenario.



OUTCOMES

- 62 businesses have participated in the program since 2024.
- Module #1 has received an NPS score of 88 from participants
- Module #2 has received an NPS of 100 from industry participants
- Feedback from industry participants:

“I got so much out of today. Looking forward to doing some extra work at home and the next session.”

“I really enjoyed it, particularly as I have no background at all in marketing. I really appreciate the facts and figures approach and felt comfortable enough in the room to speak (which is unusual)”

DISTRIBUTION READY PROGRAM



STRUCTURE OF THE PROGRAM

Module 1: Overview of Tourism Distribution & International Markets

- Leveraging South Australia's new brand position – “the simple pleasures”
- Changing dynamics of international distribution – framed by Tourism Australia's Future of Distribution research.
- An overview of the key international markets
- Understanding the different partners in tourism distribution
- Q&A with an operator working with trade partners
- Introduction to ATEC
- Introduction to the Aussie Specialist Program and Australia on Demand 365



STRUCTURE OF THE PROGRAM

Module 2 – Working with trade partners

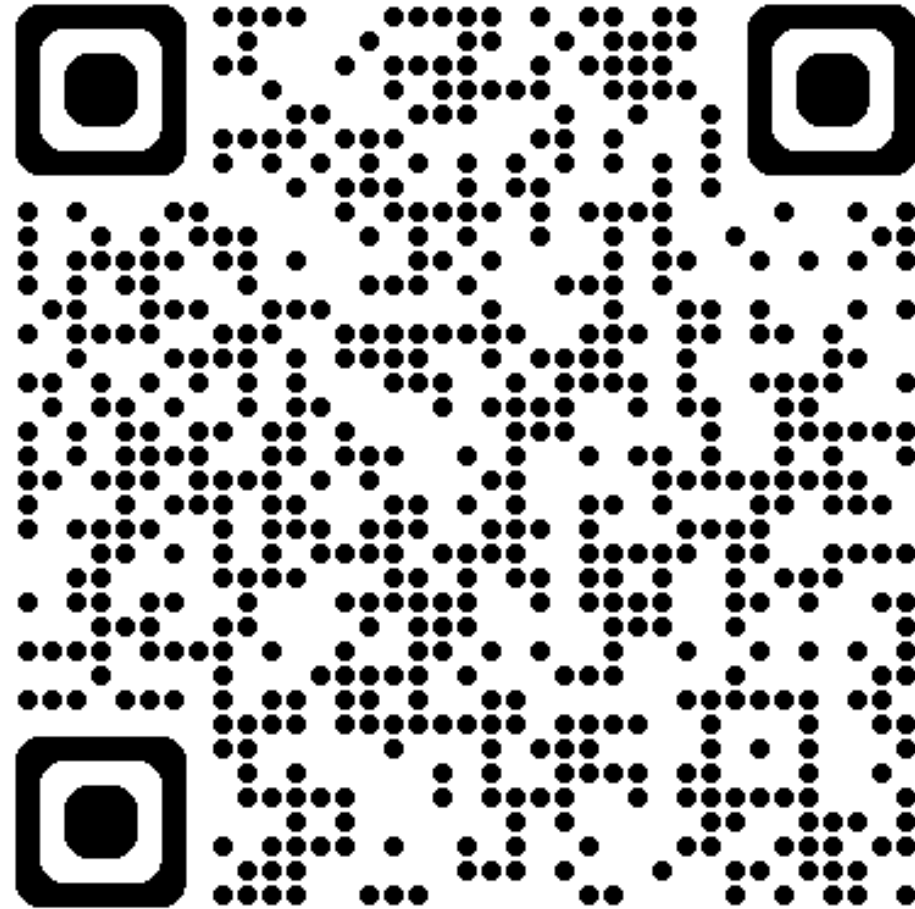
- Understanding rate sheets and pricing
- Q&A with trade partners (OTAs and Western / Eastern ITO's)
- Setting up and succeeding at trade events
- Preparation for Sydney industry trip

Module 3 – SATC and group travel to Sydney

- Intimate B2B trade event with select partners
- Tourism Australia product update to staff.



INDUSTRY NEWSLETTER



THANK YOU

