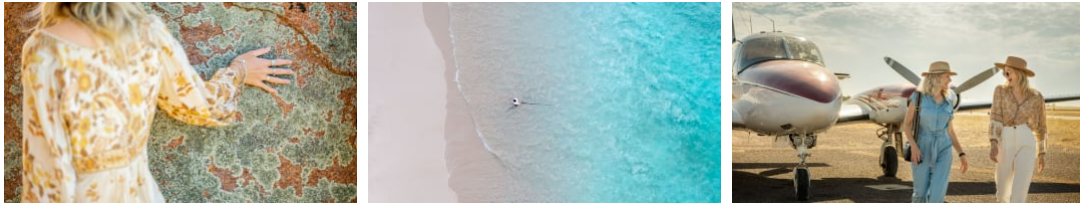


EP Tourism Talk - February 2023



Hi all,

In this newsletter you will find an update on the EP visitor guide, invitation to the Marketing Workshop and Brand Reveal, a live music grant and more!

Until next time - Annabelle

Eyre Peninsula Visitor Guide - advertising closing soon

The Eyre Peninsula visitor guide is due for reprint in May 2023. To secure advertising space in the new guide contact Laurie. Sales close 25th of Feb.

Laurie Bowler lbowler@hwrmedia.com.au 0447 198 773

Tips for inclusion in regional marketing

1. Uniqueness / Appeal of the product
2. Alignment with brand pillars
3. Online presence e.g., website, google, social media, bookability
4. Reputation e.g., good online reviews
5. Accessibility e.g., consistent opening hours, seasonality,
6. Access to quality high-res images
7. Quality ATDW listing
8. Invest in collaborative marketing e.g., advertise in the visitor guide
9. Engage with your Regional Tourism Manager. Extend an invite to view / experience the product, share images and written content. Engage on the EP Tourism Network SharePoint and Facebook pages. Contact: annabelle.hender@rdaep.org.au or complete the product update form in the SharePoint marketing tab.

Marketing Workshop & Brand Reveal

At this Marketing Workshop we will reveal for the first time the new tourism brand identity for the Eyre Peninsula. This is an exciting time for our region and presents an opportunity to celebrate what makes us unique, and to attract our best visitors with a strengthened brand positioning.

Anyone involved in marketing the Eyre Peninsula is strongly encouraged to attend the full day marketing workshop. Attendees will hear from top industry professionals and leave with clear

knowledge of how you can leverage the new brand in your own marketing activity.

Special thanks to our event sponsors: Port Lincoln City Council (Destination Sponsor) and Port Lincoln Hotel (Venue Sponsor).

RSVP opening late February.



Tourism Reconciliation Industry Networking Group

Tourism Australia and Intrepid Travel, with the support of Reconciliation Australia, have brought together 16 organisations to jointly established a Tourism Reconciliation Industry Networking Group (RING) to further reconciliation with Aboriginal and Torres Strait Islander peoples. The Tourism RING will act as an informal industry-led group that provides a space for businesses with a Reconciliation Action Plan (RAP) to connect and collaborate together. The Tourism RING will share challenges and opportunities, identify best practice in reconciliation and listen to the voices of Aboriginal and Torres Strait Islander peoples and communities on topics relevant to reconciliation, culture and tourism.

Register for Tourism Australia's Industry Webinar

Tourism Australia's first Industry Webinar for 2023 will be held on Friday 24 February at 11am AEDT. Along with an update from Tourism Australia's Managing Director, Phillipa Harrison, Tourism Australia's Executive General Manager, Strategy and Research, Rob Dougan will give an update on what the future traveller looks like, and we will hear from Susan Wheeldon, Airbnb's Country Manager for Australia and New Zealand. Register to attend the webinar [here](#).

SA Top Tourism Town - Nominations

Nominations for the SA Top Tourism Town Awards are open! Deadline Thursday 14 March.

Why should you enter your town?

- Use the process to create and update your town's marketing & promotions. Through the submission, you'll create a promotional video, suggested itinerary and editorial article targeted towards your chosen market.
- Receive constructive feedback from a panel of tourism industry expert judges.
- Celebrate your town's achievements and enjoy a night of networking at the winners' announcement event held in Adelaide.
- Support tourism businesses in your town to build a strong online reputation through customer reviews.
- Participate in an exciting online voting competition where members of the public will be able to view your marketing materials and vote for their favourite town.
- Get your town recognised at a state level, and if you win, Australia-wide.
- Foster your town's community spirit

Contact Rebecca Uphill at rebecca@ticsa.com.au or call 0401 998 247.

Don't forget, Tourism award nominations are open for a ton of different categories for your business too!

Live Music Grant

Music to the ears of operators, South Australian venue owners can apply for e-vouchers worth up to \$2000 to host live music acts – helping entice more patrons to boost visitation to businesses. Registrations are now open to apply for a single e-voucher valued at \$400 and a five-pack of e-vouchers worth \$2000 - available for any business looking to host live music acts, including pubs, clubs, bars, restaurants, and cafes. Part of the \$10 million See It LIVE assistance package, the vouchers are retrospective and can be used for any live music performance since 1 December 2022 through to 16 April 2023. Find out more and register at <https://business.sa.gov.au/live-music>.

Tag @eyrepeninsula on Social Media

The Eyre Peninsula's social media pages are sharing more stories these days but we need to be tagged in stories and posts to share them on our profile (unless you allow anyone to share your posts in your settings).

Be sure to tag @eyrepeninsula in your business posts and stories on Instagram so we can share the love!

EP Tourism Network SharePoint Page

As always, all of these updates can be viewed on SharePoint. The EP Tourism Network SharePoint was created to provide members of the tourism industry with access to resources and updates in one location.

<https://rdawep.sharepoint.com/sites/EP Tourism Network>

No access?

Email annabelle.hender@rdaep.org.au with your [Microsoft compatible email address](#) to gain access to the site (e.g. outlook, hotmail etc, not gmail)

Annabelle Hender

Tourism Development Manager Eyre Peninsula

Email: annabelle.hender@rdaep.org.au

Phone: 08 8682 6028

Check us out on Social Media:

Facebook: Eyre Peninsula Australia's Seafood Frontier

Facebook (Industry group): Eyre Peninsula Tourism Network


Instagram: @eyrepeninsula



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