



**EYRE**  
STH•AUS

## Eyre Peninsula Tourism Talk - September 2023

Spring has sprung here on the EP! We have been blessed with some beautiful weather heading into the October school holidays!

Hot off the press - Total visitor expenditure in SA (for 12 months ending June) reached \$9.9 billion – a new all-time high and an increase of 6 percent on the year to March 2023, ahead of the national growth of 3 percent. With the new SA campaign launched today, SA extends an invitation for more visitors to Travel, Our Way.

Yesterday (September 27th) we celebrated World Tourism Day, we would like to take a moment to thank you all for your ongoing contribution to the unique tourism offering we have here on the Eyre Peninsula. From our baristas who hand over the warm coffees in the morning, the tour operators showing off the best our region has to offer, the cleaners who make sure the accommodation is spotless, and everyone in between and behind the scenes - we thank you.

Last but not least, a big shoutout goes to all of the finalists in this year's TiCSA South Australian Tourism Awards, get behind your fellow tourism operators and vote below! We are pleased to inform you that the Eyre Wild Side brand is a finalist for the Best Marketing Campaign category. We are up against Kangaroo Island, so fingers crossed the Wild Side can come through with a win.

Until next time,  
Annabelle & Casey.

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## FINALISTS ANNOUNCED

The 2023 TiCSA South Australian Tourism Award finalists have been announced.

- RDA Eyre Peninsula (Eyre Wild Side for best Marketing Campaign)
- Port Lincoln Visitor Information Centre
- Lanse French Cafe
- Experience Coffin Bay
- Peter Teakle Wines
- Salt Festival
- Streaky Sounds
- Sage at Streaky Bay

**WELCOME  
TO THE  
WILD SIDE**

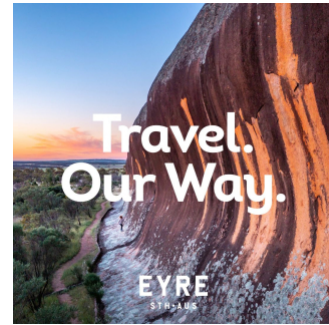
You can view all the finalists, and cast your vote for your favourite tourism experiences and accommodation for the Voters Choice award [here](#).

The winners and medallists in all categories will be officially announced at the 2023 South Australian Tourism Awards Gala Dinner, set to take place on Friday, 3 November, at the Adelaide Convention Centre. Don't miss out – [secure your tickets now](#).

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## Travel. Our Way.

SATC has just launched its new domestic marketing campaign, showcasing iconic images of the state across the nation! The TV commercial (TVC) will hit television screens for the first time this weekend, when it airs during the broadcast of the AFL Grand Final, targeting our state's biggest interstate market. It will run across TV, outdoor and cinema, as well as digital and social media.



To find the industry toolkit or more information on the campaign visit [click here](#).

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## Change is Coming to ATDW

After 20 years of proudly serving Australian Tourism, ATDW is undergoing a transformation – a new name, a new brand, and a new platform are on the horizon.



You'll find details about what to prepare for, fantastic new features to look forward to, changes to be aware of at launch, and helpful tips to ensure your organisation fully benefits from this exciting upgrade [here](#).

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## Global Markets and Trade Webinar Series

SATC invites you to attend the Global Markets and Trade Webinar Series. This webinar series is designed for distribution ready operators, or operators who are interested in international markets, to learn more about the SATC's global marketing priorities, receive an update on the latest International visitation insights (year ending June 2023) and hear directly from the SATC's in market global marketing and public relations teams.

Each in market team will cover the following topics:

- Latest market updates
- South Australia's positioning in the market
- Economic conditions and insights
- Key distribution partners
- FY23-24 key marketing & public relations campaigns
- Opportunity for Q&A

Further to hearing from the SATC global marketing team, we will be inviting key distribution partners to present on how to optimise your product performance through their channels.

You can register to attend each webinar individually and for any that you aren't able to join they will be recorded and available on the trade website.

For any questions about this webinar series, please email [trade@sa.gov.au](mailto:trade@sa.gov.au)

Register [HERE](#).

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## Experiences Survey

Arival, the global research and conference firm for tours, activities and attractions, is conducting an industry survey for operators and attractions in Australia and New Zealand markets. Please take a few minutes to respond to this short and confidential survey. Our goals are to track the industry's recovery, identify key trends in products, distribution, tech and more, and develop key benchmarks to help you track your business and plan for the future.

### What you need to know:

- This survey is **short** (should take about 10 minutes)
- It's **interesting!** It covers overall business performance and outlook, sales and marketing trends, some operational questions and key challenges you are facing.
- It's **confidential**. We never disclose or share your responses.
- **You get a copy of the results**. We will prepare a short report and make it free to the industry.

We are working with several partners to field this survey. You may receive multiple invitations. Please only take the survey once.

Thank you for taking the time to complete this survey, and if you have any questions, please email [anne@arival.travel](mailto:anne@arival.travel).

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## Let's talk about small business insurance in Port Lincoln

Small business owners and operators in Port Lincoln are invited to join Resilient Ready for a conversation about small business insurance. They'll be talking about:

- Types of business insurance
- Affordability
- Underinsurance
- Brokers
- Responsibilities

**When: Thursday, 19 October @ 7:30am - 8:30am**

**Where: Port Lincoln Hotel**

Food and refreshments will be provided.

Please also complete this [anonymous short 12-question survey](#) about your insurance experiences.

Got questions? Contact [info@resilientready.org](mailto:info@resilientready.org) with any questions you may have.



# What's On

## Events

30 September - 1 October - Ceduna: Oysterfest

14 October - Cleve: Cleve Show

15 October - Kimba: Workshop 26 - Rural Women's Day Event

21 October - Streaky Bay: Rodeo by the Sea

## Training (Online)

18 October - Get more for less on Social Media

15 November - Step-up your blogging game with AI

If you are organising events, don't forget to create an **ATDW** listing to enable promotion across a distribution network of tourism websites including eyrepeninsula.com and southaustralia.com

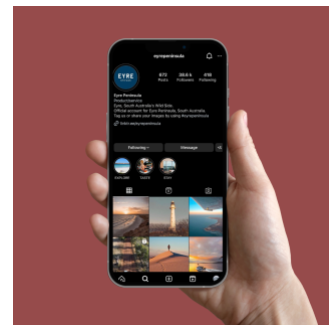
For all events happening across the region check out the Tourism Events tab on **SharePoint**. To add events to the calendar contact your local council contact or email Casey.

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## Tag @eyrepeninsula on Social Media

FREE ADVERTISING? YES PLEASE!

Are you sharing content to your social media? Why not tag us for the opportunity to be featured on our socials! Our Instagram and Facebook followings are growing daily - be sure to tag @eyrepeninsula, #eyrepeninsula and #wildeyre so we can share the love!



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## EP Tourism Network SharePoint

As always, these updates can be viewed on SharePoint. The SharePoint was created for the Eyre Peninsula industry, to provide access to resources and updates in one location.

<https://rdawep.sharepoint.com/sites/EPTourismNetwork>

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 SHARE

 FORWARD

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Australia

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