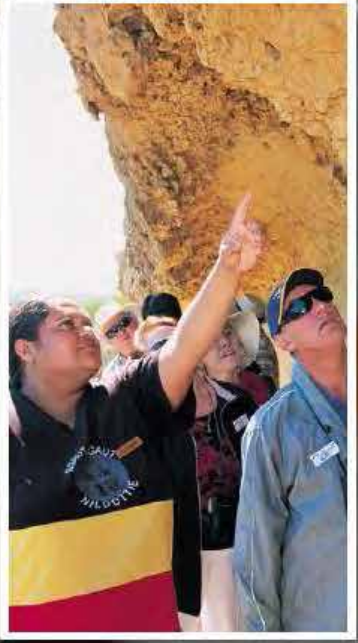
TOURISM IN SOUTH AUSTRALIA

What do we do?

Strategic Plan
priority action areas

Drive demand

Working better together



Increasing the recognition of the value of tourism

Using Events to drive visitation

Supporting what we have

High Yield Experience Seekers

- VIC, NSW, QLD and International
- Higher discretionary income and like spending it on holidays.
- Holidays are about intrinsic reward rather than brag factor
- They are not driven by ‘cheap deals’
- It’s about lifestyle rather than life stage.

Visitation is growing

2.2m
Interstate visitors
+ 14.1%
* based on NVS all purpose travel year end Dec 15

408,000
International visitors
+ 10%
* based on IVS all purpose travel year end Dec 15

3.7m
Intrastate trips
+ 5.6%
* based on NVS all purpose travel year end Dec 15

$5.6b
Expenditure
+ 7.9%
* based on all purpose travel year end Dec 15

Where to start?

SOUTH
AUSTRALIA

SOUTH AUSTRALIA
Government
of South Australia
South Australian
Tourism Commission

TOURISM
AUSTRALIA

Yorke
Peninsula

RENMARK PARINGA
COUNCIL
Renmark
Paringa
Council

Australian Government
Australian Trade Commission

Australia
UNLIMITED

ablis
Australian Business Licence
and Information Service

Plan!

- ✓ **Research, Operational Plan, Marketing Plan, Financial Plan**
- ✓ **Business Requirements**
- ✓ **Product Development**
- ✓ **Embrace Your Industry**
- ✓ **Tourism Marketing**

INDUSTRY

- Connecting Business
- Funding and Assistance
- Industry Events
- **Industry Resources and Tools**
- Trade and Partnership Marketing
- SATC Publications
- Tourism News

Home » Industry » Industry Resources and Tools

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Industry Resources and Tools

The South Australian Tourism Commission's Industry Tools and Resources are a series of information fact sheets designed to provide our tourism industry with practical advice and resources that will assist in building the business capabilities of our tourism operators and help them in making informed and strategic decisions that will lead to increased visitation and visitor expenditure.

Curious seal at Baird Bay

Use these tools to grow your business. Tools range from "Why Pay Commission" to "Social Media Hints and Tips".

Getting started in tourism

If you are starting a new tourism business, the Getting started in tourism checklist will assist you to take some of the necessary steps to get established.

Working with the South Australian Tourism Commission

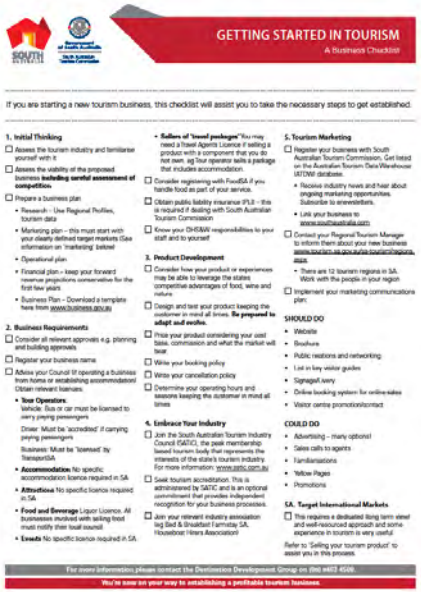
There are many ways you can connect with the South Australian Tourism Commission to benefit from our campaign activity, research, market data and more to grow your tourism business.

Login to MyATDW

AUSTRALIAN TOURISM DATA WAREHOUSE

South Australia
Visitor Statistics
6,080,000
Total Overnight Visits
Year Ending Sept 2015

SATC INDUSTRY TOOLKIT



GETTING STARTED IN TOURISM

A Business Checklist

If you are starting a new tourism business, this checklist will assist you to take the necessary steps to get established.

1. Initial Thinking

- ☐ Assess the tourism industry and familiarise yourself with it
- ☐ Assess the viability of the proposed business **including useful assessment of competition**
- ☐ Prepare a business plan
  - Research – Use Regional Profiles, tourism data
  - Marketing plan – this must start with your clearly defined target markets (See information on 'marketing' below)
  - Operational plan
  - Financial plan – keep your forward revenue projections conservative for the first few years
  - Business Plan – Download a template here from www.business.gov.au

2. Business Requirements

- ☐ Consider all relevant approvals e.g. planning and building approvals
- ☐ Register your business name
- ☐ Advise your Council (if operating a business from home or establishing accommodation) Obtain relevant licences.
  - **Tour Operators**: Vehicle: Bus or car must be licensed to carry paying passengers
    Driver: Must be 'accredited' if carrying paying passengers
    Business: Must be 'licensed' by TransportSA
  - **Accommodation**: No specific accommodation licence required in SA
  - **Attractions**: No specific licence required in SA
  - **Food and Beverage**: Liquor Licence. All businesses involved with selling food must notify their local council
  - **Events**: No specific licence required in SA
- **Sellers of 'travel packages'**: You may need a Travel Agents Licence if selling a product with a component that you do not own, eg tour operator sells a package that includes accommodation.
- ☐ Consider registering with FoodSA if you handle food as part of your service.
- ☐ Obtain public liability insurance ($1,0 – this is required if dealing with South Australian Tourism Commission
- ☐ Know your OH&WW responsibilities to your staff and to yourself

3. Product Development

- ☐ Consider how your product or experiences may be able to leverage the states competitive advantages of food, wine and nature
- ☐ Design and test your product keeping the customer in mind all times. **Be prepared to adapt and evolve.**
- ☐ Price your product considering your cost base, commission and what the market will bear
- ☐ Write your booking policy
- ☐ Write your cancellation policy
- ☐ Determine your operating hours and seasons keeping the customer in mind all times

4. Embrace Your Industry

- ☐ Join the South Australian Tourism Industry Council (SATIC), the peak membership based tourism body that represents the interests of the state's tourism industry. For more information: www.satic.com.au
- ☐ Seek tourism accreditation. This is administered by SATIC and is an optional commitment that provides independent recognition for your business processes.
- ☐ Join your relevant industry association eg Bed & Breakfast Farmstay SA, Houseboat Hirers Association!

5. Tourism Marketing

- ☐ Register your business with South Australian Tourism Commission. Get listed on the Australian Tourism Data Warehouse (ATDW) database.
  - Receive industry news and hear about ongoing marketing opportunities. Subscribe to enewsletters.
  - Link your business to www.southaustralia.com
- ☐ Contact your Regional Tourism Manager to inform them about your new business www.tourism.sa.gov.au/our-tourism-regions.aspx
  - There are 12 tourism regions in SA. Work with the people in your region
- ☐ Implement your marketing communications plan:

SHOULD DO

- Website
- Brochure
- Public relations and networking
- Loo in key visitor guides
- Signage/Layout
- Online booking system for online sales
- Visitor centre promotion/contact

COULD DO

- Advertising – many options!
- Sales calls to agents
- Familiarisations
- Yellow Pages
- Promotions

SA. Target International Markets

- ☐ This requires a dedicated long term view and well-resourced approach and some experience in tourism is very useful

Refer to 'Selling your tourism product' to assist you in this process.

For more information please contact the Destination Development Group on (08) 8402 8500.

You're now on your way to establishing a profitable tourism business.

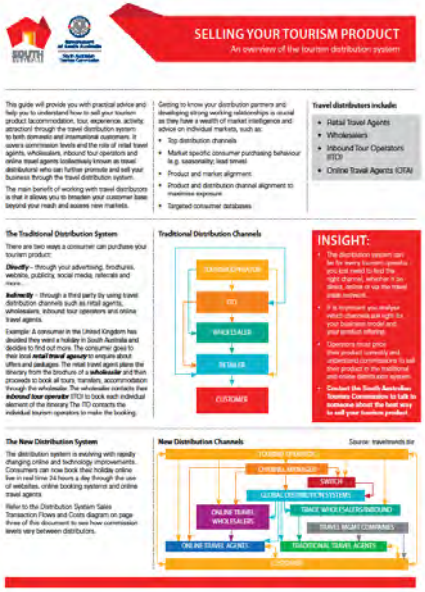
WORKING WITH THE SOUTH AUSTRALIAN TOURISM COMMISSION CHECKLIST

Connect with us	Resources and Opportunities
☐ Visit our corporate website: www.tourism.sa.gov.au	☐ Check out the latest tourism data and visitor statistics: www.tourism.sa.gov.au/research-and-reporting/tourism-reports.aspx
☐ Subscribe to our enewsletters: • SA Stories • Tourism News • SA Snippets • Events South Australia News www.tourism.sa.gov.au/newsletter-signup.aspx	☐ Check out our Regional Tourism Profiles and Value of Regional Tourism Profiles: www.tourism.sa.gov.au/research-and-reporting/regional-tourism-profiles.aspx
☐ Register your business on our consumer website via the Australian Tourism Data Warehouse (ATDW): www.tourism.sa.gov.au/industry-atdw.aspx	☐ Learn about our key international markets: www.tourism.sa.gov.au/research-and-reporting/international-market-profiles.aspx
☐ Use the Brand South Australia logo on your marketing collateral. Register here: www.brandsouthaustralia.com.au/registration-steps	☐ Check out our spreadsheet reports on the China and India markets, events and regional tourism: www.tourism.sa.gov.au/research-and-reporting/specialised-research.aspx
☐ Know your Regional Tourism Manager: www.tourism.sa.gov.au/our-tourism-regions.aspx	☐ Provide us with your high quality images for the positive promotion of South Australia on our Media Gallery: www.media.southaustralia.com/
☐ Story suggestions from tourism operators are always welcome. If you have a new tourism product or update, contact the Public Relations team at ppublications@tourism.sa.com	☐ Learn about upcoming industry events: www.tourism.sa.gov.au/industry/industry-events.aspx

Social Media	Events South Australia
☐ 'Like' TheTreeSouthAustralia Facebook page: www.facebook.com/TheTreeSouthAustralia Post a photo on ITSSA's Page wall to be eligible for reposting on Facebook, Twitter or Instagram.	☐ Learn about workshops, funding and in-kind support for your event: www.tourism.sa.gov.au/events/event-funding-and-support.aspx
☐ Follow @southaustralia on Instagram. www.instagram.com/southaustralia Tag @southaustralia and hashtag #southaustralia to be eligible for possible sharing on our profile.	☐ View South Australia's Event Calendar here: www.southaustralia.com/media/documents/events/south-australian-event-calendar-2014.pdf
☐ Follow our Twitter accounts: @tourismsa www.twitter.com/tourismsa @invermsa www.twitter.com/LuxmiGA	☐ Register your event on the Australian Tourism Data Warehouse (ATDW) to feature on our consumer website and potentially featured in a monthly email distributed to 40,000 state government workers: www.tourism.sa.gov.au/industry/industry-atdw.aspx

South Australian Tourism Commission, 8463 4500

WHY PAY COMMISSION?



SELLING YOUR TOURISM PRODUCT

An overview of the tourism distribution system

This guide will provide you with practical advice and help you to understand how to sell your tourism product (accommodation, tour, experience, activity, attraction) through the travel distribution system to both domestic and international customers. It covers commission levels and the role of: retail travel agents, wholesalers, inbound tour operators and online travel agents (collectively known as travel distributors) who can further promote and sell your business through the travel distribution system.

The main benefit of working with travel distributors is that it allows you to broaden your customer base beyond your reach and assess new markets.

Getting to know your distribution partners and developing strong working relationships is crucial as they have a wealth of market intelligence and advice on individual markets, such as:

- Top distribution channels
- Market specific consumer purchasing behaviour (e.g. seasonality; lead times)
- Product and market alignment
- Product and distribution channel alignment to maximise exposure
- Targeted consumer databases

Travel distributors include:

- Retail Travel Agents
- Wholesalers
- Inbound Tour Operators (ITO)
- Online Travel Agents (OTA)

The Traditional Distribution System

There are two ways a consumer can purchase your tourism product:

Directly – through your advertising, brochures, website, publicity, social media, referrals and more…

Indirectly – through a third party by using travel distribution channels such as retail agents, wholesalers, inbound tour operators and online travel agents.

Example: A consumer in the United Kingdom has decided they want a holiday in South Australia and decides to find out more. The consumer goes to their local **retail travel agency** to enquire about offers and packages. The retail travel agent plans the itinerary from the brochure of a **wholesaler** and then proceeds to book all tours, transfers, accommodation through the wholesaler. The wholesaler contacts their **inbound tour operator** (ITO) to book each individual element of the itinerary. The ITO contacts the individual tourism operators to make the booking.

Traditional Distribution Channels

INSIGHT:

- The distribution system can be fix every tourism operator you just need to find the right channel, whether it be direct, online or via the travel trade network.
- It is important you analyse which channels are right for your business model and your product offering.
- Operators must price their product correctly and understand commissions to sell their product in the traditional and online distribution system.
- **Contact the South Australian Tourism Commission to talk to someone about the best way to sell your tourism product.**

The New Distribution System

The distribution system is evolving with rapidly changing online and technology improvements. Consumers can now book their holiday online live in real time 24 hours a day through the use of websites, online booking systems and online travel agents.

Refer to the Distribution System Sales Transaction Flows and Costs diagram on page three of this document to see how commission levels vary between distributors.

New Distribution Channels

Source: travelmondo.biz

CREATING A TOURISM PACKAGE

A step-by-step guide to create an effective tourism package

What is a package?

A package is a sale of individual products that are combined together under one price. This package can then be purchased by a consumer in one transaction.

Creating a Tourism Package - Before you start

Consider these three important factors before you decide to create a package.

1. Who is the package for?

Know your target market. Understand who motivates them to travel. Often they are motivated by intangibles (needs such as indulgence, exploration, serenity, romance, self-enhancement). Also think where they will be from. Their demographics.

2. What should the package include?

Use in-house components that your target market wants. Include something that will stand out from them. Provide value for money, but not necessarily cheap components.

3. How will the package be promoted?

Know what promotions are available to you to reach your target market. What can you afford?

Package Examples:

Name of Package	Summer Deal	Pioneer Getaway	Self-Lightening	Go Bush Get Outside
Inclusions	4x 3-star accommodation vouchers for triple OBOs Multi-option guides Large CD3 cooler	3 Pioneer Style breakfast Full day 4WD Hyde Trail Brochure tea, coffee and eco-alternative in your room	4 x 44 DUE Lightening vehicles	½ pack of Guinness Slaughter Bonus Cuckoo clock fact
Price	$1000	$1000	$1000	$11
Likelihood of promotion	Intensive campaign, press	Intensive, TDM	Intensive campaign	Intensive, press

Why create a package?

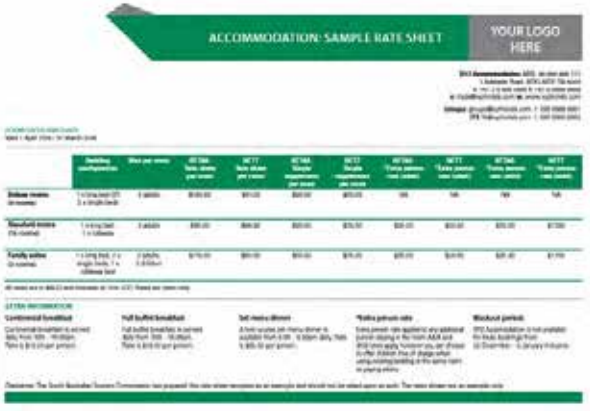
1. To provide a solution or timely planning experience
2. To add value to your 'base' product
3. To encourage longer stays
4. To reward customers
5. To better make commercial in tough times

Example Package Components

1. Accommodation
2. Ferry transfer
3. Cocktails hire
4. Massage
5. Lilos
6. Canoe/kayak/rowing hire
7. Wine/cheese/picnic hamper
8. Excursion upgrade
9. Airport pick up/ drop off
10. Theme park or local attraction
11. Souvenir
12. Hat
13. Early night flight
14. Any other component that adds value to the customer's experience

Example promotional mediums

1. Internet
2. Billboard/display boards
3. Press
4. Flyers
5. Newspaper inserts/ads
6. Newsletters, direct mail
7. Shop windows, etc.



ACCOMMODATION: SAMPLE RATE SHEET

YOUR LOGO HERE

	Dwelling description	Max. pax	BAR Rate - basic, shoulder, per room	BAR Rate - basic, shoulder, per person	BAR Rate - Double occupancy, per room	BAR Rate - Double occupancy, per person	BAR Rate - Three persons, one cabin	BAR Rate - Three persons, one cabin	BAR Rate - Three persons, one cabin	BAR Rate - Three persons, one cabin
Deluxe cabins (en suite)	1 x king bed OR 2 x single beds	2 adults	$180.00	$90.00	$220.00	$110.00	N/A	N/A	N/A	N/A
Standard cabins (Pre-loved)	1 x king bed OR 2 x trundles	2 adults	$80.00	$40.00	$120.00	$60.00	$150.00	$50.00	$100.00	$1100
Family cabin (2x cabins)	1 x king bed, 2 x single beds, 1 x trundle bed	2 adults, 2 children	$170.00	$85.00	$210.00	$105.00	$240.00	$80.00	$160.00	$1700

All rates are in $AUD and inclusive of 10% GST. Rates are seasonal.

LEVEL INFORMATION

Continental breakfast

Full buffet breakfast

Set menu dinner

Extra person rate

Blackout periods

SATC INDUSTRY TOOLKIT

ATTENDING TRADE EVENTS

South Australian Tourism Commission, events, workshops and overseas missions/roadshows.

SATC coordinates a program of trade events, workshops and overseas trade missions/ roadshows designed to showcase South Australian products to key trade partners and travel trade media and to educate and increase agents' knowledge of destinations, experiences and individual products in South Australia. For further information about upcoming SATC trade events visit www.tourism.sa.gov.

Tourism Australia Events and Workshops

Tourism Australia coordinates and participates in a number of international trade events and workshops each year. SATC works in conjunction with Tourism Australia on the majority of these events and workshops. Tourism Australia's events are held within key international markets bringing together the Australian tourism industry and the distribution system from around the world.

Tourism Australia's flagship event is the Australian Tourism Exchange (ATE) which is held annually. ATE is a key opportunity to meet with international wholesale companies in scheduled one-on-one appointments. Find out more about Tourism Australia's trade events on their website.

Australian Tourism Export Council Events

The Australian Tourism Export Council (ATEC) is a membership based organisation that hosts trade events where tourism businesses meet with inbound tour operators (ITOs) in a business to business workshop, with the aim of developing new partnerships and updating existing partners. SATC works with ATEC on the annual Discover SA event in South Australia.

Visit the ATEC website for more information on ATEC workshops, events and membership.

Independent Trade Events

There are a host of trade events relating to the tourism industry in Australia and around the world, including segment focused events such as the World Youth & Student Travel Conference (WYSTC), as well as large-scale trade shows such as World Travel Market in London.

A global tourism industry events calendar is coordinated by Tourism Australia.

You can use trade events to strengthen distribution partnerships and ensure the travel trade at each event are knowledgeable about your product, and well prepared to sell it to their customers.

BENEFITS OF ATTENDING TRADE EVENTS

- Get to meet in all those product managers, wholesalers, travel line staff!
- Events may be more cost and time effective than conducting individual sales calls
- The more rewards you do, the greater return on your investment
- Seek out opportunities to include pre and post event sales calls to agents

TOP TIPS

- Carefully review the selection criteria, format and cost of the event
- Find out if the trade event is suitable for your product
- Review the different participation options
- Determine whether the trade event will present your product/ information in a manner/ format that is appealing and well suited to your product
- Research who is attending and book appointments with those most relevant to your product

SOCIAL MEDIA

Hints and Tips for the Tourism Industry

Social media has become a very powerful and inexpensive medium to promote your business. Everyone with a smartphone is a constant creator - make them part of your plan. Ensure your content is relevant and visual.

FACEBOOK

Find the South Australian Tourism Commission (SATC) here: www.facebook.com/TheRealSouthAustralia

SATC also maintains a strong Facebook presence in overseas markets:

UK www.facebook.com/SouthAustraliaUK

US www.facebook.com/SAGoneWild

Germany www.facebook.com/routeduraustralien

Italy www.facebook.com/southaustralialtalia

France www.facebook.com/lluminelleduSud

India www.facebook.com/indialovessouthaustralia

FirstTourism Australia here: www.facebook.com/SeeAustralia

- Ensure the content that you post to your followers is visually strong, useful and relevant. Word can see straight through any attempt at blatant advertising
- Be timely and plan your posts around what is happening in your region ie: Events, weather or news
- Ask questions to encourage debate and conversation, and remember to reply! Be prepared for positive and negative comments, just don't take them personally!
- Be wary of the frequency of posts on your page - one well-planned post per day is enough
- Think about the time you are posting – morning posts catch people on their way to work, lunch time posts catch people when they're on a break and late afternoon catches people on their commute home.
- Use hashtags on Facebook if you want your update seen and shared as part of a campaign being run by another Facebook Page.
- The alternative to using #hashtags is to reference another Page or Location. "Tag" them by typing the @ sign before you type the Page name, then Facebook will bring up a selection of options for you to tag

FOLLOW SOUTH AUSTRALIA

Facebook: The Real South Australia

Instagram: @southaustralia

Twitter: @southaustralia & @australia (corporate)

Hashtag posts with: #southaustralia

FOLLOW TOURISM AUSTRALIA

Facebook: Australia.com

Instagram: @australia

Twitter: @Australia (consumer), @Tourism Aus (corporate)

Hashtag posts with: #SeeAustralia, #TheRealSouthAustralia

SATC IS ALWAYS LOOKING FOR AUTHENTIC IMAGES THAT:

- Are a 'site to' different
- Capture or generate an emotion
- Feature people having fun, experiencing regions

Post a photo on our page and to be eligible for regarding an offer of paid Facebook, Twitter or Instagram placement in Australia or overseas.

CRUISE READY CHECKLIST

The cruise industry in South Australia is a key economic driver for tourism in the state and there are many opportunities for tourism operators to capitalise on the growing opportunity.

When a cruise ship arrives in a South Australian port the passengers onboard have the opportunity to undertake a variety of pre sold shore excursions (tours) that are offered by the cruise line.

To be involved in the shore excursion programs offered to passengers there are a few things you will need to consider:

- ☐ Are you able to be flexible with your booking requirements and timelines?
- ☐ Is your product/experience established and international ready?
- ☐ Does your business have the capacity to be responsive? Is flexible, quick to respond to requests, able to deal with last minute changes?
- ☐ Are your products commissionable to ITOs?

Yes? Then, read on...

Inbound Tour Operators (ITOs)

Inbound tour operators (ITOs) are the companies that sell/ book your product/ experience for the cruise line. ITOs are contracted by cruise line to develop, book and manage shore excursions. The nature of cruise tour bookings means that they can be booked as late as 10 hours in advance – which can mean a cancellation or an increase in passenger numbers at short notice. The contracts for this business do turn over and change, so it's important that you know who they are and develop strong relationships with all of them.

ITOs expect you to be flexible with your product offerings, potentially even tailoring to suit what works for them. Not all ITOs will want the same products – they may be offering products and experiences to many different cruise lines with diverse target markets. Domestic vs international visitor often means Family market vs High yield. Every ship is different.

Be an advocate for your region and work with other operators and tourism businesses to package products and 'cluster' new experiences. Make contact, get to know them and listen to the ITOs. Take their advice in regards to your products and services – and deliver it with flair and passion.

ITOs currently delivering shore excursions in SA

ITOs currently delivering shore excursions in SA			
Allen Arndale and Kemblecon	Level 1, Suite 6 3 Spring St. Sydney NSW 2000	02 9241 1272	info@allenarndalekemblecon.com.au www.allenarndalekemblecon.com.au
ACT Cruise (a division of ACT Inbound Pty)	119 Normanby Road, South Melbourne VIC 3205	03 9867 1233	actcruise@act.com.au www.act.com.au
Bob Wood Cruise Group	Suite 404 88 Riverwalk Ave. Robina QLD 4226	07 5562 2036	info@bobwood.com.au www.bobwood.com.au
insightaustralia travel pty ltd	PO Box C26, Queen Victoria Building, Sydney NSW 1230	02 9264 9600	info@insightaustralia.com.au www.insightaustralia.com.au
Intercruises Shoreside and Port Services	Suite 101, Level 1 72 Pitt St. Sydney NSW 2000	02 8650 6500	enquiries@intercruises.com www.intercruises.com

For more information on being cruise ready, please refer to the 'Selling your tourism product' tool kit available on the South Australian Tourism Commission's corporate website www.tourism.sa.gov.au

For further information on the cruise industry and training opportunities contact the Destination Development Group on 08 8463 4500.

RESEARCH & REPORTS

- All Reports Alphabetically
- International Market Profiles
- Regional Tourism Reports
- SA Tourism Reports
- Specialised Research
- Student Resources

Home » Research & Reports » Regional Tourism Reports

Print this page
Email \ Share this page

Regional Tourism Reports

Regional Tourism Satellite Accounts 2013-14

- Full Report (3.31mb)
- Adelaide (0.36mb)
- Adelaide Hills (0.35mb)
- Barossa (0.35mb)
- Clare Valley (0.35mb)
- Eyre Peninsula (0.35mb)
- Fleurieu Peninsula (0.35mb)
- Flinders Ranges and Outback (0.35mb)
- Kangaroo Island (0.35mb)
- Limestone Coast (0.35mb)
- Murraylands (0.35mb)
- Riverland (0.35mb)
- Yorke Peninsula (0.35mb)

Regional Tourism Profiles 2012-2014

- South Australia (0.72mb)
- Adelaide (0.61mb)
- Adelaide Hills (0.72mb)
- Barossa (0.74mb)
- Clare Valley (0.75mb)
- Eyre Peninsula (0.71mb)
- Fleurieu Peninsula (0.70mb)
- Flinders Ranges and Outback (0.72mb)
- Kangaroo Island (0.73mb)
- Limestone Coast (0.73mb)
- Murraylands (0.81mb)
- Riverland (0.71mb)
- Yorke Peninsula (0.72mb)

The Value of Regional Tourism June 15

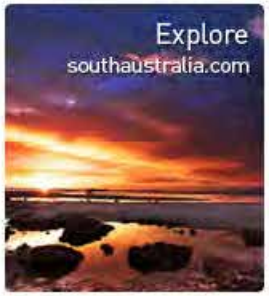
- South Australia (0.27mb)
- Adelaide (0.26mb)
- Adelaide Hills (0.26mb)
- Barossa (0.26mb)
- Clare Valley (0.26mb)

Tourism Research Australia - LGA Profiles

Tourism Research Australia produce a snapshot of tourism activity for 28 regional South Australian Local Government Areas. These reports are a roll-up of four years worth of National Visitor Survey and International Visitor Survey data. LGA areas without a report fall

Login to MyATDW

AUSTRALIAN TOURISM DATA WAREHOUSE



EYRE PENINSULA

Regional Tourism Profile December 2012 - 2014

Annual Visitor Summary December 2012 - December 2014 — **Average Annual Visitors**

	Intrastate	Interstate	Total Domestic	International	Total visits
Visits	273,000	89,000	**361,000**	13,000	**374,000**
%	76%	25%	**97%**	3%	**100%**
Nights	1,107,000	437,000	**1,544,000**	138,000	**1,682,000**
%	72%	28%	**92%**	8%	**100%**
Average Length of Stay	4.1	4.9	**4.3**	10.7	**4.5**

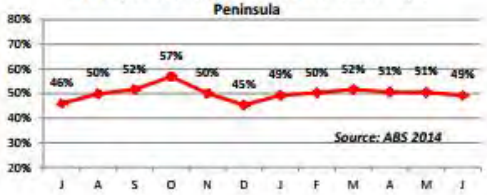
DAY TRIPS	Average annual Day trips to the Eyre Peninsula	**355,000**

	Holiday	VFR	Business	Other	Total
Visits	149,000	112,000	84,000	33,000	**374,000**
%	40%	30%	22%	9%	**100%**
Nights	775,000	478,000	298,000	131,000	**1,682,000**
%	46%	28%	18%	8%	**100%**
Average Length of Stay	5.2	4.3	3.5	4.0	**4.5**
EXPENDITURE	Average annual Expenditure				**$ 283,000,000**

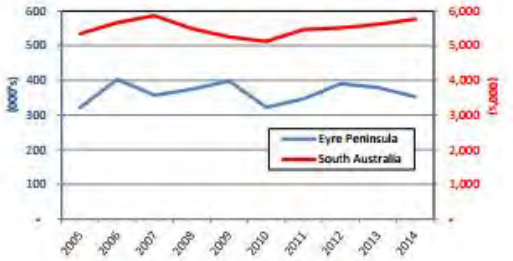
Hotels, Motels and Service Apartments with 15+ rooms as at June 14

Establishments	Rooms	Occupancy	Takings
26	992	50%	$ 22,400,000

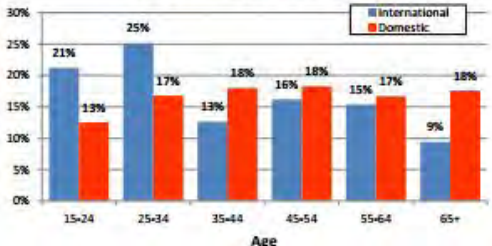
Monthly Occupancy Rates year end June 2014 - Eyre Peninsula



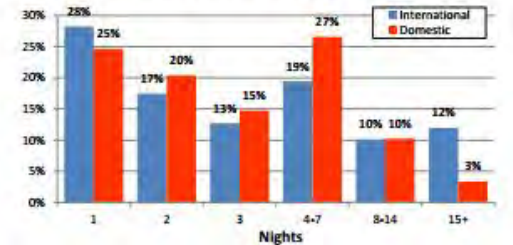
Total Visitation to the Eyre Peninsula and SA



Age of visitors to the Eyre Peninsula



Length of visit to the Eyre Peninsula



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AUSTRALIAN TOURISM DATA WAREHOUSE

South Australia
Visitor Statistics
6,080,000
Total Overnight Visits
Year Ending Sept 2015

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Not everyone is your customer
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Photo: Rohan Thomson

• Get to know your industry stakeholders
• Be proactive
• Create relationships