

## Adelaide Hills Tourism News September 2016



### Issue Highlights :

- AHT's next industry function - 15 November
- SATC's new Adelaide Hills ad
- Tourism segment on Hills Radio
- Adelaide Hills Visitor Guide update
- AHT Social Media reminder
- SATC's new China resources
- Crush registrations open
- SA Tourism Awards Dinner details
- Mount Lofty Ranges World Heritage Bid Workshop
- New Australian Tourism Accreditation Program (ATAP) platform

It will be a big weekend in region! On Sunday 25 September it's the [Bay to Birdwood Run](#) and the return of [Stirling Laneways](#) which runs alongside the year round monthly Stirling Market on the fourth Sunday of each month from September to April.

### ADELAIDE HILLS TOURISM CONTACTS

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## AHT STORY TELLING INDUSTRY WORKSHOP AND NETWORKING FUNCTION



AHT is planning an exciting industry event at the stunning [Ngeringa Cultural Centre](#) just out of Mount Barker on Tuesday 15 November (4-7 pm incl. an hour of networking/refreshments). We have invited tourism and interpretation experts to offer new perspectives on telling the stories of our region and experiences well to differentiate ourselves and improve the visitor experience. Join us for presentations by Andrew McEvoy (Fairfax Media - and ex-SATC CEO and Tourism Australia MD), Brent Hill (Marketing Director at SA Tourism Commission) and Dr Jane James (Emeritus Cultural Tourism Professor and interpretation advisor to Adelaide Hills Tourism). Add it to the diary and the formal invitation will be out shortly.

## NEW SATC TV COMMERCIALS



In August the SATC launched a [global tourism campaign](#) featuring 17 ads which will be on national television and marketed online and through social media to international markets. Click [here](#) to see the dedicated Adelaide Hills execution (the current version promotes the Bay to Birdwood at the end) and [here](#) for more background information from SATC.

## TOURISM SEGMENT ON HILLS RADIO



As part of AHT's commitment to community engagement, AHT Project Officer Bill Nehmy is co-ordinating a weekly tourism spot on Hills Radio (88.9 AM) with Lara Winsor every Wednesday 11:00-11:45am. This helps to raise awareness of the value of tourism within the local community and also gives people ideas of things to do when they are out and about in the region, either themselves or with visiting friends and relatives - which is a huge market for the Adelaide Hills. If you are interested in doing an interview with Lara and are happy to talk about the region in addition to your own product or experience please email Bill at [bill@visitadelaidehills.com.au](mailto:bill@visitadelaidehills.com.au).

## ADELAIDE HILLS REGIONAL GUIDE

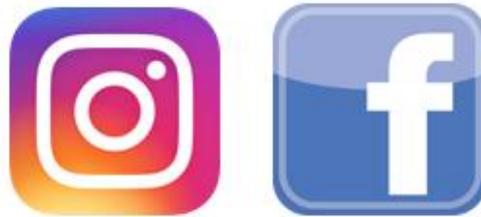


The current Adelaide Hills Visitor Guide (pictured) is the last that the SATC will produce. Feedback from industry strongly indicates the need for and relevance of a regional visitor guide. Adelaide Hills Tourism has engaged HWR Media to produce the next edition due out in April 2017 - and SATC will continue to cover the cost of storage and distribution for us. Information about advertising opportunities will be coming out in October so stay tuned for details - and if you're interested in reserving premium advertising positions in the meantime, please contact Ned Raggatt at HWR on 8379 9522 or email [nraggatt@hwrmedia.com.au](mailto:nraggatt@hwrmedia.com.au). This guide is an integral part of our visitor information servicing strategy and would not be possible without the support of our industry so thanks to current and future advertisers. If you have any suggestions or corrections for content please email Sally Smith at [sally@visitadelaidehills.com.au](mailto:sally@visitadelaidehills.com.au).

DON'T FORGET YOU CAN ORDER THESE GUIDES FOR YOUR BUSINESS OR EVENT AND THEY WILL BE DELIVERED TO YOUR DOOR AT NO COST!

Click [here](#) for ordering instructions.

#### AHT CLOSED INDUSTRY FACEBOOK PAGE AND SOCIAL MEDIA



If you'd like more regular updates from AHT make sure you're following the [Adelaide Hills Tourism Network](#) on Facebook which is our private network for local industry. You need to join using your private Facebook account as unfortunately business accounts can't join groups. AHT regularly posts about opportunities and news here and it is a great forum for asking your industry colleagues for feedback or advice.

AHT has had a consumer Facebook page ([Visit Adelaide Hills](#)) for one year and we now have more than 3,300 page likes. This is where we share great articles about the region, news about new products and experiences, beautiful images and upcoming events. AHT is also active on Instagram and the [@visitadelaidenhills](#) account has attracted more than 3,100 followers since it was started in January - note our key hashtag is #adelaidehills so please use that and/or tag us using our @visitadelaidenhills handle in your posts. Thanks to those of you who are following us and engaging through these channels.

#### DEVELOPMENT WORKSHOP WRAP-UP

Regulations and approval processes are an unfortunate, time consuming and often frustrating part of business. To help unravel some of the complexity, specifically for tourism and wine businesses across the region, AHT co-hosted a workshop with Adelaide Hills Council and Mount Barker District Council on 16 August for an engaged group of attendees.

Specifically addressing development, liquor licensing and signage approval processes, the Councils; Consumer and Business Services; and Department of Planning, Transport and Infrastructure provided attendees with an overview of each area and then formed a panel for a broader discussion and to answer specific questions. The key message is to liaise early with Councils regarding any planned developments - a strong tip is to gain a clear understanding of regulations by discussing proposed developments before a formal application is lodged. The

Economic Development Officers – Bridget Ransome at Mount Barker District Council and Melissa Bright at Adelaide Hills Council – are available to assist with queries.

Find out about other information sessions for businesses around the region [here](#)(Adelaide Hills Council) and [here](#) (Mount Barker District Council).

## RAA'S NEW SA PACKAGES



The RAA recently launched a new program of South Australian holiday packages with bonuses for members. AHT assisted with suggested inclusions and it is pleasing to see a good representation of Hills experiences. See the Adelaide Hills packages [here](#). To be included products must be bookable on the [TXA platform](#).

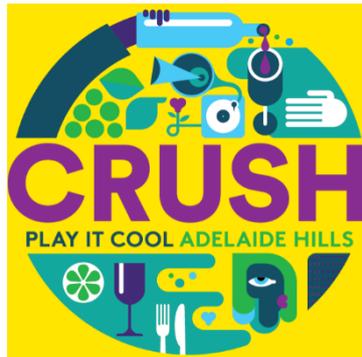
## CHINA RESOURCES



The SATC recently released key resources for South Australian businesses interested in realising the potential of the China market and preparing for the influx of Chinese visitors expected when China Southern Airlines commences direct flights between mainland China and Adelaide in December. The resources (which include a report, service delivery fact sheets, workshop details and a video) are designed to help the industry deliver services that meet the expectations of the market. The resources can be accessed [here](#) along with workshop dates and information. If you missed the Adelaide Hills Understanding China workshop presented by Richard Beere, free attendance is available at other workshops - for example at Mannum on 18 October at Mannum Motel.

Tourism Australia's Digital Marketing Manager for Greater China, Leonie Liew, recently presented a webinar on 'Chinese Social Media for Industry' which is now available to watch on demand. The presentation covered the Chinese social media landscape and included an overview of Tourism Australia's presence on WeChat, Weibo and NICE. See the webinar [here](#) (register for the webinar and you'll see a 'launch presentation' button).

#### CRUSH REGISTRATIONS OPEN UNTIL 30 SEPTEMBER



Adelaide Hills Wine Region has recently opened registrations for the next Crush event, which is scheduled for 27-29 January 2017. If you are planning to hold an event for Crush ensure you complete and submit the [registration form](#) by 30 September. If you need assistance, or want to discuss your ideas, please contact Sue Bell on 0416 271 328.

#### SA TOURISM AWARDS DINNER - 4 NOVEMBER 2016



Judging of the 2016 South Australian Tourism Awards is well under way, culminating in the awards presentation ceremony and dinner at the Adelaide Convention Centre on Friday 4 November. Be part of this prestigious industry event as we celebrate the State's finest tourism businesses and support the fantastic efforts of Adelaide Hills entrants. Tickets can be purchased [here](#).

## THE VISITOR ECONOMY



Tourism is so much more than visitors coming to our state or region and that's why the term 'visitor economy' is critical. It creates jobs, sustains local and regional communities and has a flow on effect and touches every industry, business and community – from the obvious tourism offerings to education, business investments and real estate. SATC recently released a video featuring South Australian industry experts talking about tourism and the visitor economy, click [here](#) to watch it.

## LATEST TOURISM RESULTS



The SATC recently announced that South Australia's visitor economy is at an all-time high of \$5.9 billion. That's an increase of 11.4% or \$608 million since June 2015.

Latest data released by Tourism Research Australia shows domestic expenditure has grown by \$439 million to \$5.0 billion, while international expenditure has increased by \$170 million to reach \$944 million since June 2015.

International and domestic visits have also increased. In June 2016 South Australia received 422,000 international visits (up 9.5%) and 6.1 million domestic visits (up 7.7%).

View infographics here - [\\$5.9B Visitor Economy](#), [International Visitor Survey](#) and [National Visitor Survey](#).

#### SATC's TRADE PARTNERSHIPS



The SATC has renewed its partnership with Stayz holiday accommodation to help drive bookings to South Australian holiday homes. Activity includes television, radio and cinema exposure with Stayz as the call to action for SATC's commercials. These commercials commenced in the South Australian market last month and will continue until June 2017. If you would you like to list your holiday home with Stayz and take advantage of this exposure, please click [here](#) for more details.

SATC also reports that it will commence a cooperative marketing campaign with wotif.com (Australian site) on 26 September, running until 23 October and including a dedicated microsite, banner ads on wotif.com.au and electronic direct mail. In March next year SATC will undertake a co-operative marketing campaign with Expedia (Australian site) and this will include an Expedia call to action at the end of the SATC's series of TV commercials in April/May.

#### MOUNT LOFTY RANGES WORLD HERITAGE BID UPDATE



The unique agricultural landscape of Mount Lofty Ranges is the subject of a proposal to have a corridor of land from the Fleurieu Peninsula to Barossa designated a World Heritage site by UNESCO. First national listing must be achieved and the outcome of this should be known in early 2017. Anyone interested in finding out more and contributing to the nomination process is invited by the Mount Lofty Ranges World Heritage Bid Project Management Group to attend a stakeholder workshop on 29 September in Marble Hill - find out more and register [here](#). General information about the bid can be found [here](#).

## NEW ATAP PLATFORM



The new and improved Australian Tourism Accreditation Program (ATAP) online platform has launched, with the old ATAP platform closing down on Friday, 30 September. All data for participating businesses will be transferred from the old to the new ATAP online platform, ensuring a smooth transition to the new system. See the new User Guide [here](#). For more information, contact Sarah-Jane Couche, SATIC's Industry Advisor on 8110 0123 or email [accreditation@satic.com.au](mailto:accreditation@satic.com.au).

