

SOUTH AUSTRALIAN TOURISM COMMISSION

DIGITAL MARKETING THROUGH CHANGE

EMILY PRIMAVERA | DIGITAL MARKETING & OPTIMISATION MANAGER





OUR PURPOSE



SATC

Driving tourism expenditure
in South Australia



3 MARKETS

International, domestic, local

(International: 12 – China,
UK, NZ, US, Germany, Singapore,
France, Italy, Hong Kong,
Japan, India)

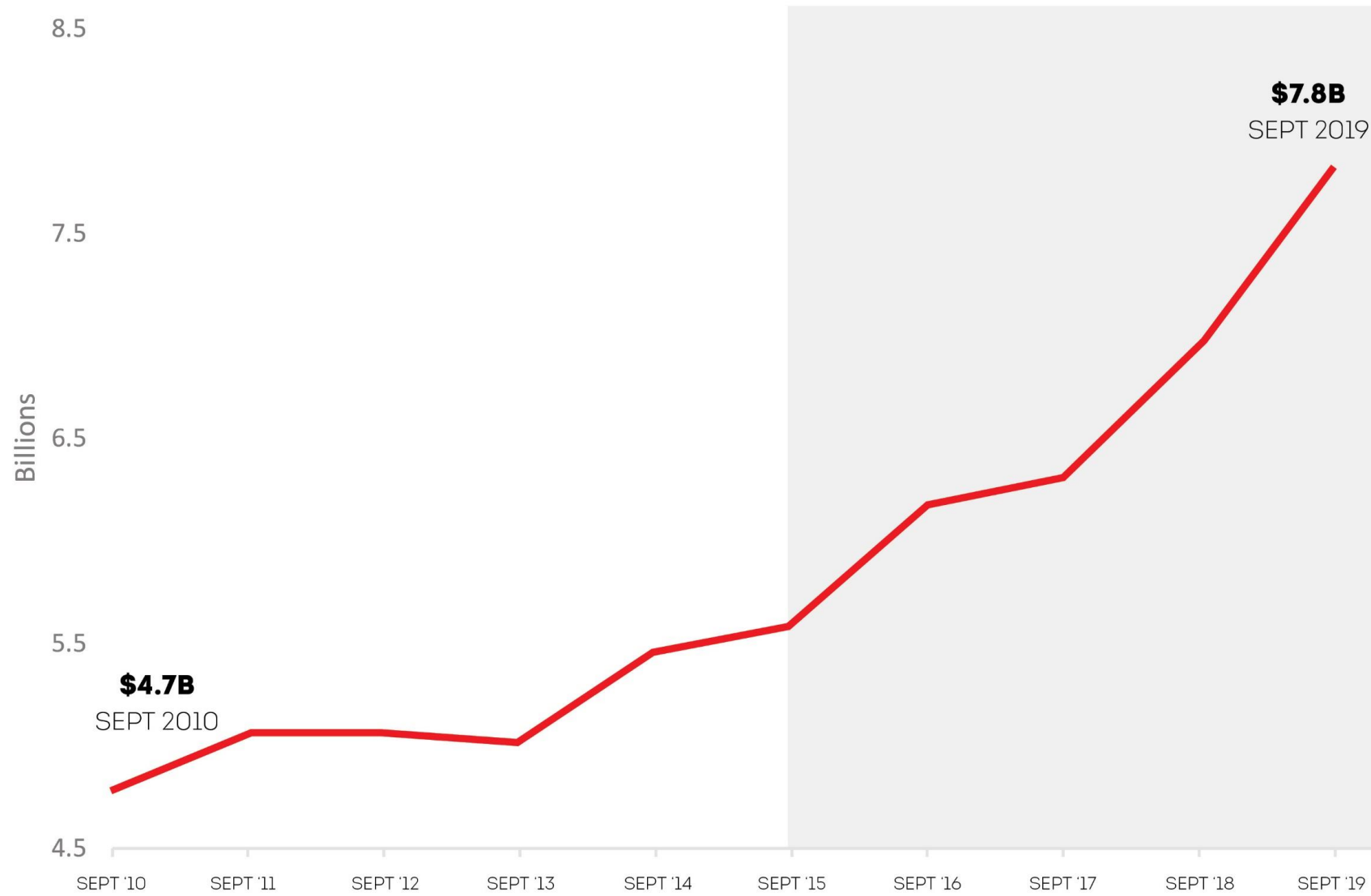


KPIs

The Visitor Economy:
driving awareness
that leads to conversion

TOTAL EXPENDITURE FOR SOUTH AUSTRALIA

SEPT 2010 - SEPT 2019



An aerial photograph showing a road on the left with a white car, two palm trees, and a gravel area. To the right is a large vineyard with rows of grapevines. The text "TO INSPIRE AND DRIVE CONSIDERATION" is overlaid in the center.

TO INSPIRE AND DRIVE CONSIDERATION



ADELAIDE
SOUTH AUSTRALIA



DIGITAL MARKETING CHALLENGES

- We have so much to offer! So many places and experiences, and so much content
- We don't own any airline seats, hotel rooms or offer any tourism experiences
- We know people are interested in SA, but how do we translate this into visitation and expenditure?

HOW DO WE SOLVE THESE CHALLENGES ?

Home > Flight deals > Domestic > Flights to Adelaide

Flights to Adelaide

Enjoy the tranquillity of the City of Churches, where glorious historic sandstone buildings combine to make **Adelaide** a relaxing city break. Roll into town during the **Festival of Adelaide** at its vibrant, arty best or head out of town to some of Australia's **best wine** Peninsula and the Clare Valley. With baaaaaa entertainment and food included in a cheap

tigerair

Depart **SYD** Sydney → **ADL** Adelaide

Return **ADL** Adelaide → **SYD** Sydney

Showing

Search Select Passenger Seat Selection Travel

Payments made with credit or debit cards are subject to a Card Payment Fee of between 0.86% Payment will attract a Payment Admin Fee which is detailed at point of purchase. Payments made

Changes may be made to a booking in accordance with the Fare Conditions and payment of the Australian Consumer Law).

We will always do our best to get you to your destination on time. However, we do not guarantee flight

Departing from Sydney (SYD) to Adelaide (ADL)			
Tue, 26 Feb	Wed, 27 Feb	Thu, 28 Feb	Fri, 01 Mar
NA	NA	NA	NA
Flight Information		Arrival & Departure	
✈ TT 641 SYD - ADL Tigerair A320		Sydney 3:10 pm	
Total Duration: 2h 10m		✈ ✈ ✈ ✈ ✈ ✈ ✈ ✈ ✈ ✈ Non-stop	
		Ade 4:50	



A FOOD AND WINE LOVER'S GUIDE TO ADELAIDE

There's more to Adelaide than just great wine — head south to explore underground bars, laneway restaurants and jam-packed markets.

By Samantha Teague AUGUST 03, 2018 472 Shares

GOURMET RECIPES NEWS DINING OUT TRAVEL LIFESTYLE GIFT CARD

Adelaide's best restaurants right now

The dining scene continues to heat up in our nation's south, from a colourful North African eatery with lively atmosphere to a low-key Italian finer diner suitable for a solo feed or the whole crowd. Here are 10 kitchens we love, as seen in our 2019 Restaurant Guide.

NOV 20, 2018 2:35PM



Instagram Search

southaustralia Following

2,460 posts 363k followers 554 following

South Australia
The official account for South Australia. Tag @southaustralia or #SeeSouthAustralia to let us repost. All you need is a sense of wonder. bit.ly/WhatsOnThisSeason

Followed by sarahcrowder and linda.prima01

Whats on Stay Wildlife Nature Food + Drink Coastal Adelaide

POSTS IGTV TAGGED

Adelaide, Australia Meridionale - Homes

Guests Home type Price Instant Book Trip type More filters

Joining Airbnb Plus in Adelaide

on of homes verified for quality and comfort

- VERIFIED - ENTIRE APARTMENT Chill out in the Courtyard Garden at a Quiet, Cheerful... \$106 AUD per night
- VERIFIED - ENTIRE APARTMENT Chic Central Apartment close to Adelaide Festival Sites \$126 AUD per night
- VERIFIED - ENTIRE APARTMENT Industrial Style at an Airy Studio near Seacliff Beach \$89 AUD per night
- VERIFIED - ENTIRE APARTMENT Luxury Oaks Horizons Apartment with a Pool \$180 AUD per night

Map showing Adelaide neighborhoods and Airbnb listings with prices.



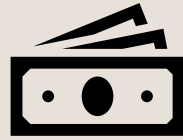
TOURISM PATH TO PURCHASE



INSPIRE



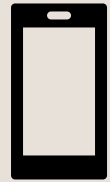
PLAN



BOOK



TRAVEL



SHARE



INTEREST & BEHAVIOURAL AUDIENCES



INTEREST



INSPIRE

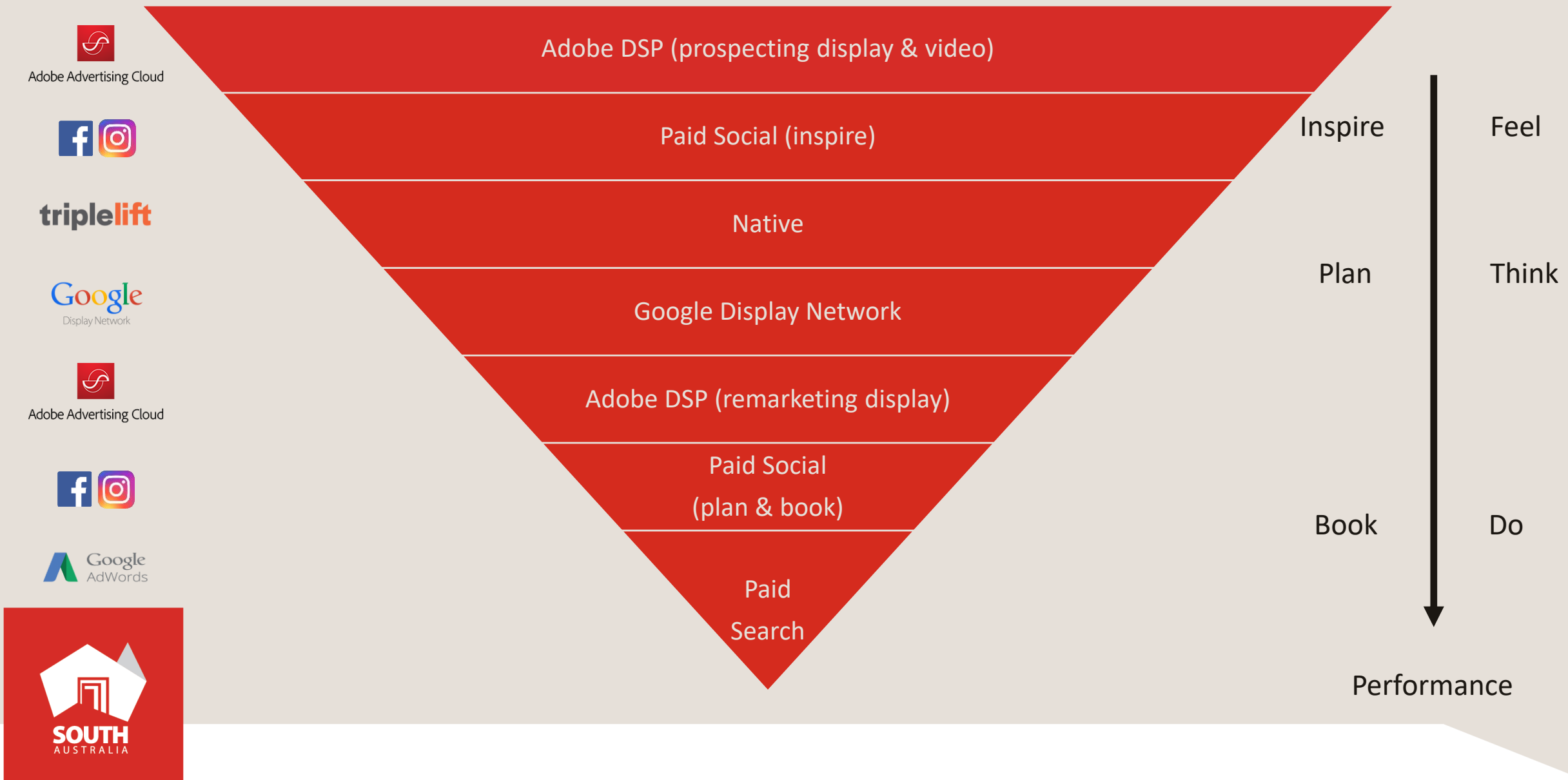


PLAN



BOOK

CHANNEL BREAKDOWN | ALWAYS ON DIGITAL MARKETING



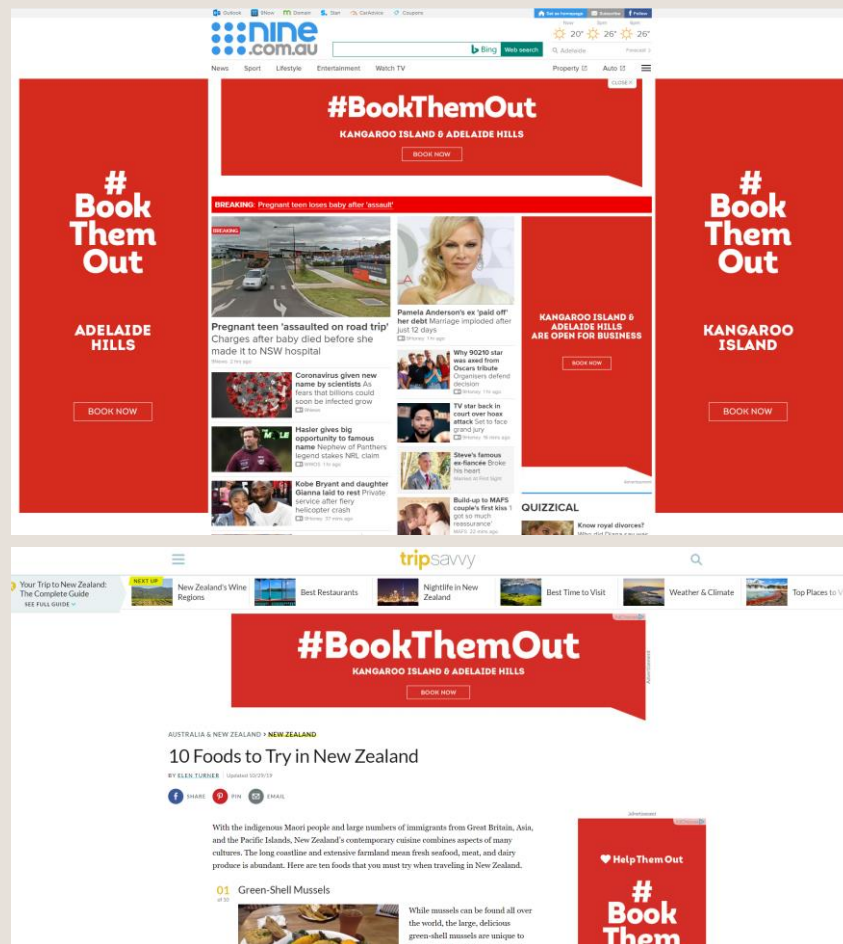
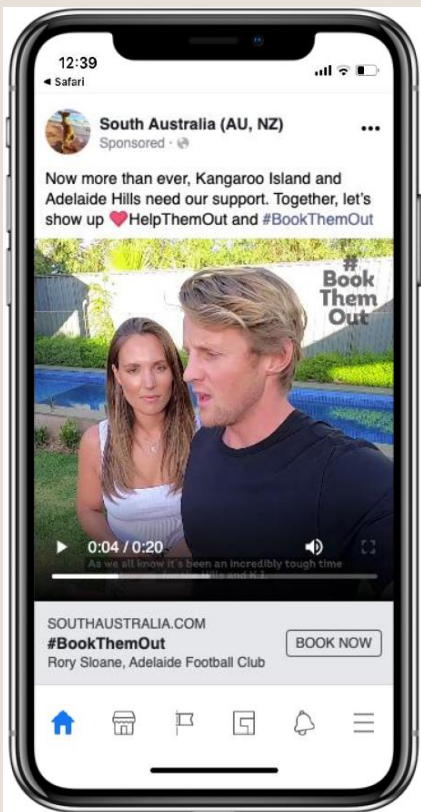
2020



Book Them Out


South Australian Tourism Commission





JOBS 😊
PEDESTRIAN


#BookThemOut Is The Excuse You Needed To Book A Weekender In Bushfire-Affected South Australia




By Melissa Mason
20/01/2020

SIGN UP TO PEDESTRIAN DAILY


The bushfire crisis has devastated large swathes of Australia, and while NSW and VIC were extremely hard-hit, South Australia's extensive damage has also been extreme, particularly in tourism-driven areas like Adelaide Hills and Kangaroo Island. Now, a new campaign called #BookThemOut aims to draw holiday makers to the areas.




CHECK OUT OUR LATEST FEATURE JOBS




I WANT TO DO WHAT I LOVE AND GO TO A TOP 1% UNIVERSITY





Burnt Out And Busy



Burnt Out And Busy	19:59
Loneliness - From URL to IRL	19:33
STI's, Stigmas And Staying Safe	18:20
Welcome to H R U ?	00:59



INTEGRATION & PERSONALISATION

#BOOKTHEMOUT

BUSHFIRE RECOVERY CAMPAIGN

How more than ever, our beautiful Adelaide Hills and Kangaroo Island regions need our support. Tourism is vital for these regional economies to rebuild after the Gullible Creek and Kangaroo Island bushfires. So together let's #BookThemOut. Round up some friends and plan a trip to that beautiful 'four with a local guide, meet the wildlife, try the local produce, sip wine and dine and stay a few nights. So much of the Adelaide Hills and Kangaroo Island look exactly as you'd expect, pristine, pure and perfect.

It's so small that to #BookThemOut, not together, every trip we make and dollar we spend to #BookThemOut makes more of a difference than ever. Help to recover.

LEARN MORE ABOUT THE CAMPAIGN

FEATURED TOURISM OPERATORS & LOCATIONS

- STOWAYERS
- VIGNETTE BAY
- EXCEPTIONAL KANGAROO ISLAND

Kangaroo Island and Adelaide Hills

WHERE TO GO AND WHAT TO KNOW

- ADELAIDE HILLS
- KANGAROO ISLAND
- HOW YOU CAN HELP

FLY ADELAIDE TO KANGAROO ISLAND \$99*

BOOK TODAY

Regional **connect**

RETURN FERRY TO KANGAROO ISLAND \$25*

BOOK NOW

KILC KANGAROO ISLAND CONNECT

*TERMS & CONDITIONS APPLY

ONE WAY FERRY TO KANGAROO ISLAND \$15*

BOOK NOW

SEALINK

*TERMS & CONDITIONS APPLY

RETURN FERRY TO KANGAROO ISLAND

BOOK NOW

ADELAIDE SOUTH AUSTRALIA KILC KANGAROO ISLAND CONNECT

*TERMS & CONDITIONS APPLY

\$25 PER PERSON*

BOOK NOW

ADELAIDE SOUTH AUSTRALIA KILC KANGAROO ISLAND CONNECT

*TERMS & CONDITIONS APPLY

7 DAY CAR RENTAL

BOOK NOW

ADELAIDE SOUTH AUSTRALIA Hertz

*TERMS & CONDITIONS APPLY

20% OFF*

BOOK NOW

ADELAIDE SOUTH AUSTRALIA Hertz

*TERMS & CONDITIONS APPLY

\$50 OFF SELECTED ADELAIDE HILLS HOTELS

BOOK NOW

ADELAIDE SOUTH AUSTRALIA weget.com.au

*TERMS & CONDITIONS APPLY

CODE: AHILLS50

BOOK NOW

ADELAIDE SOUTH AUSTRALIA weget.com.au

*TERMS & CONDITIONS APPLY



RESULTS

We did #BookThemOut

1. On the day of campaign launch, southaustralia.com recorded highest number of site visits in a single day, more than **61%** higher than the same time last year
2. Visits to southaustralia.com.com were up almost **60% YoY**
3. Over 380K visits to bushfire related content on southaustralia.com
4. Leads were also up **95% YoY** to 158K
5. Leads for KI tourism businesses up **150% YoY** and Adelaide Hills **200%** up YoY
6. Travel partner leads were up **3,000%** securing over 38K
7. Travel intent to South Australia increased by double the industry standard
8. Anecdotal reports from tourism businesses being inundated with holiday bookings

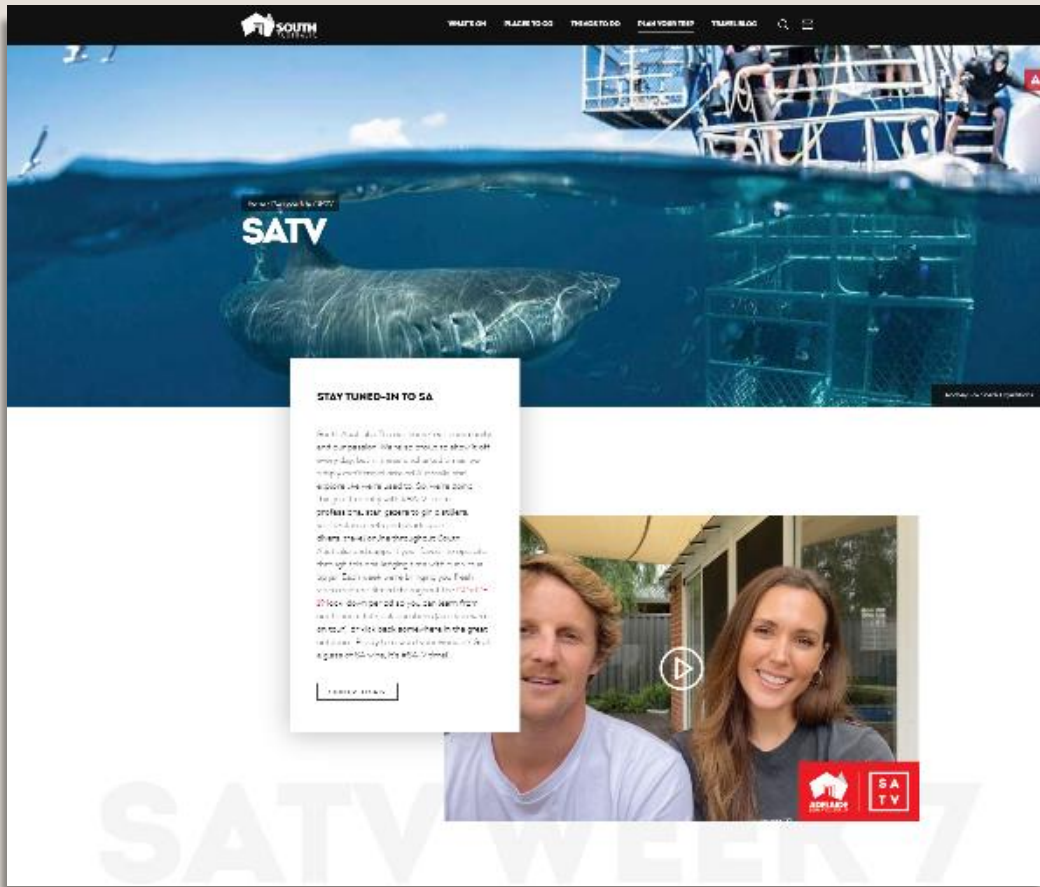




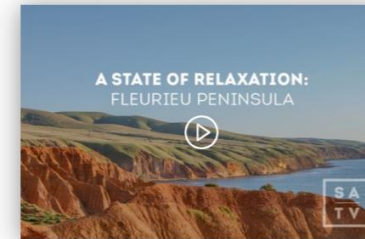
FUN FACT

IKARA (WILPENA POUND) IS 8X BIGGER THAN ULURU

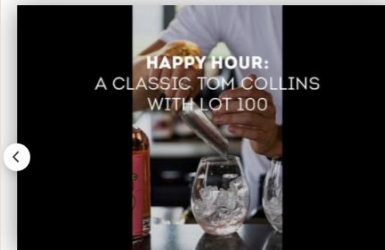
SATV



Travel online throughout South Australia
A STATE OF RELAXATION



FACEBOOK LIVE FROM AROUND SA



Travel online with these
VIRTUAL TOURS



SATV

We couldn't bring tourists to South Australia, so we brought South Australia to the tourist.



E-COMMERCE PLATFORM

A platform for tourism businesses to share their online offerings



TRAVEL INSPIRATION

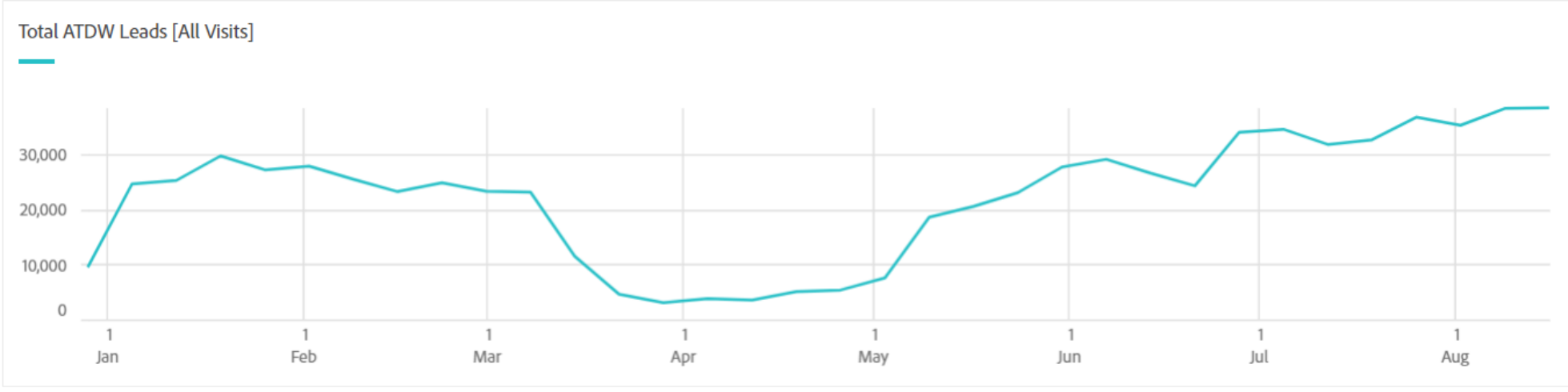
Encouraging planning providing an outlet, and maintaining/growing audiences



GENERATING LEADS

Using our audience to help support tourism operators and help their businesses grow

● Tourism Business Lead Generation



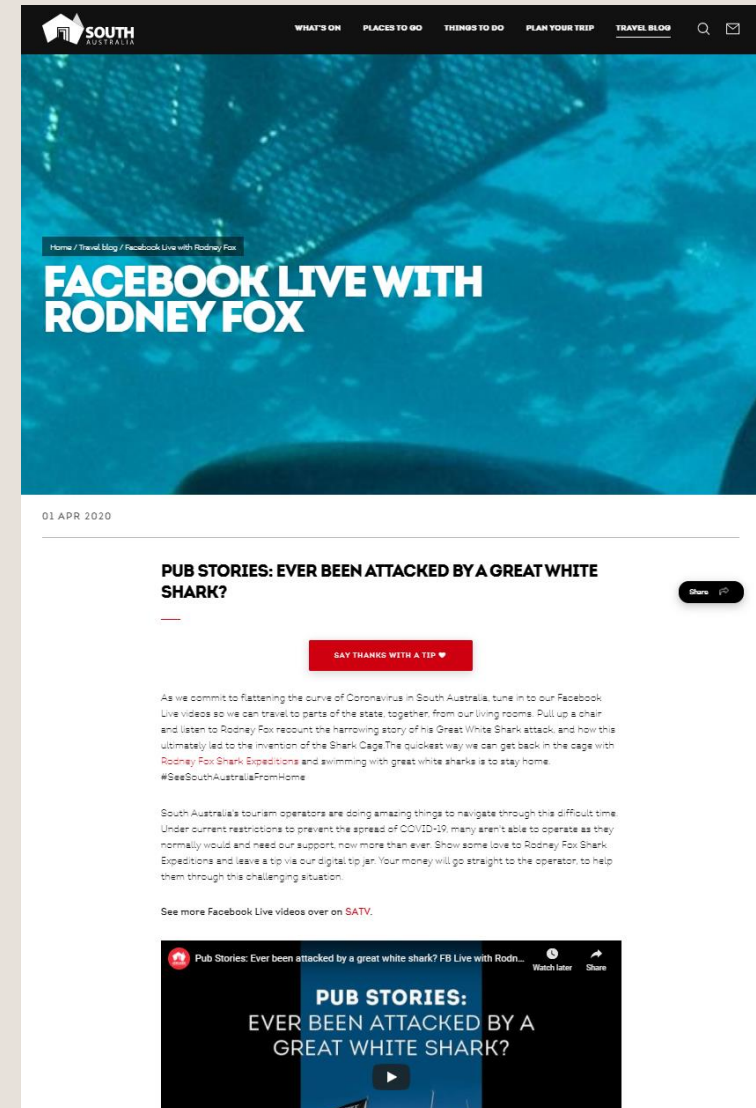
FROM SATV TO CTV

- Greater understanding of CTV and where this fits in our media plans
- CTV study with Adobe Ad Cloud uncovered site visitation rates (cross device)
- Opportunity be more efficient with reach
- Creative adjustments
- Always On activity and campaigns



MEASUREMENT & INDUSTRY SUPPORT

- Increased video content production and use across media
- Increased written and video content onsite
- Adjusted measurement focus to include **high engagement, video viewing** and **email sign up**
- **3.51 minutes** average video watch time of onsite content
- Website visits over **175% up YoY** (May-June)
- Record increase in interstate visits to site



WELCOME BACK

WELCOME BACK
TO THE EYRE PENINSULA

SOUTH AUSTRALIA.COM | REWARDS WONDER

WELCOME BACK
TO SOUTH AUSTRALIA

SOUTH AUSTRALIA.COM | REWARDS WONDER

WELCOME BACK
TO THE LIMESTONE COAST

SOUTH AUSTRALIA.COM | REWARDS WONDER

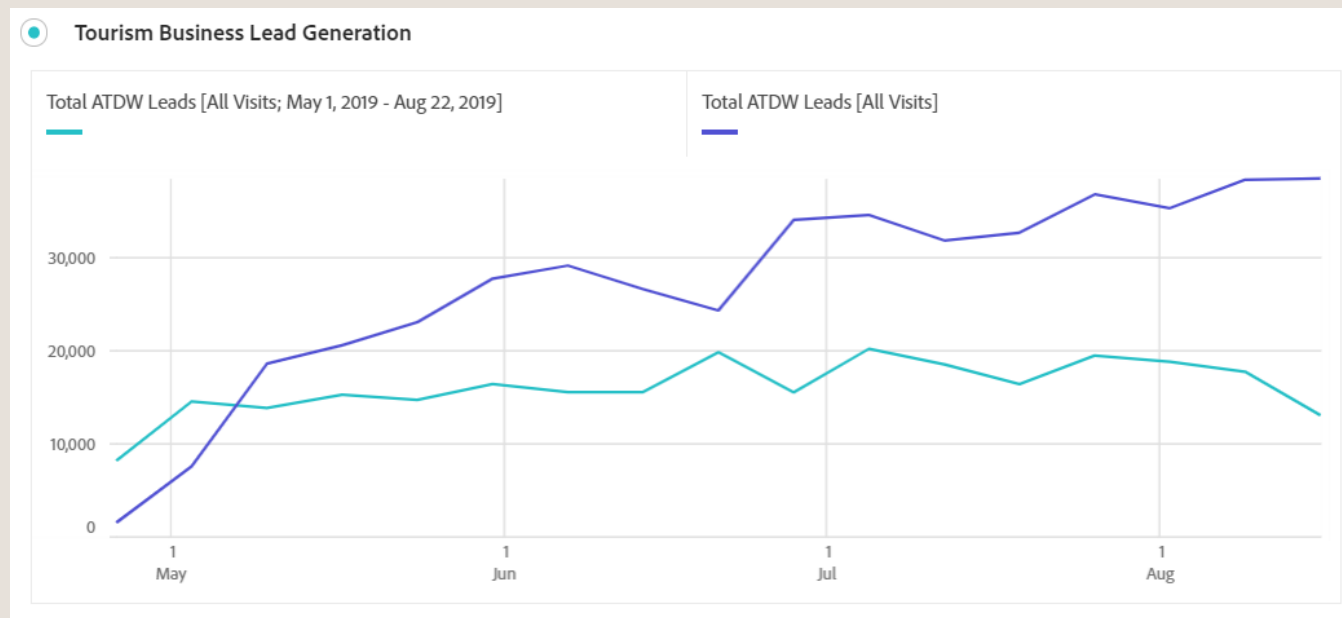
WELCOME BACK
TO THE FLINDERS RANGES & OUTBACK

SOUTH AUSTRALIA.COM | REWARDS WONDER



DRIVING ACTION

- High impact campaign supported by increased intent and conversion focused activity
- Leveraged increased audience from SATV to drive action
- Maintained engagement focused activity by optimising media toward engagement score
- Leads to tourism businesses continue **up 68% YoY**
- Continues, with paid search conversion rates at **50%**



YEAR ON YEAR RESULTS



+46%

WEBSITE VISITS



+65%

QUALIFIED LEADS TO SA
BUSINESSES & TRAVEL
PARTNERS



+13%

LEAD GENERATION
RATE (LEADS/VISITS)



ADELAIDE
Monday
August 17, 2020

Local travel on up as confidence softens

BUSINESS

The latest Square Holes Mind and Mood Survey has found that South Australians remain intent on travelling locally, a fact backed by other tourism studies this week.

Jim Plouffe



<https://indaily.co/316092>

Print article



The Beach Huts in Middleton.

The survey at the end of July and start of August found that the overall confidence of South Australian's toward travel has softened as Melbourne goes into lockdown and other states increase restrictions.

However, Square Holes founder Jason Dunstone said they found that the intention to travel locally has remained, particularly among younger respondents.

"One in three South Australians have booked accommodation or travel locally since COVID-19 restrictions have eased, with this level highest for 18 to 34-year-olds and lower for those aged over 50," Dunstone said.

SA regional tourism operators take record school holiday bookings

A boom in intrastate travel looks set to continue into the summer as South Australia's regional tourist operators reap the benefits of continued border bans and lockdowns.

Nathan Davies, Sunday Mail (SA)

Subscriber only | August 23, 2020 3:20pm



Aaron Haarsma, director of The Pavilions in Lenswood. Picture: Roy Van Der Vegt

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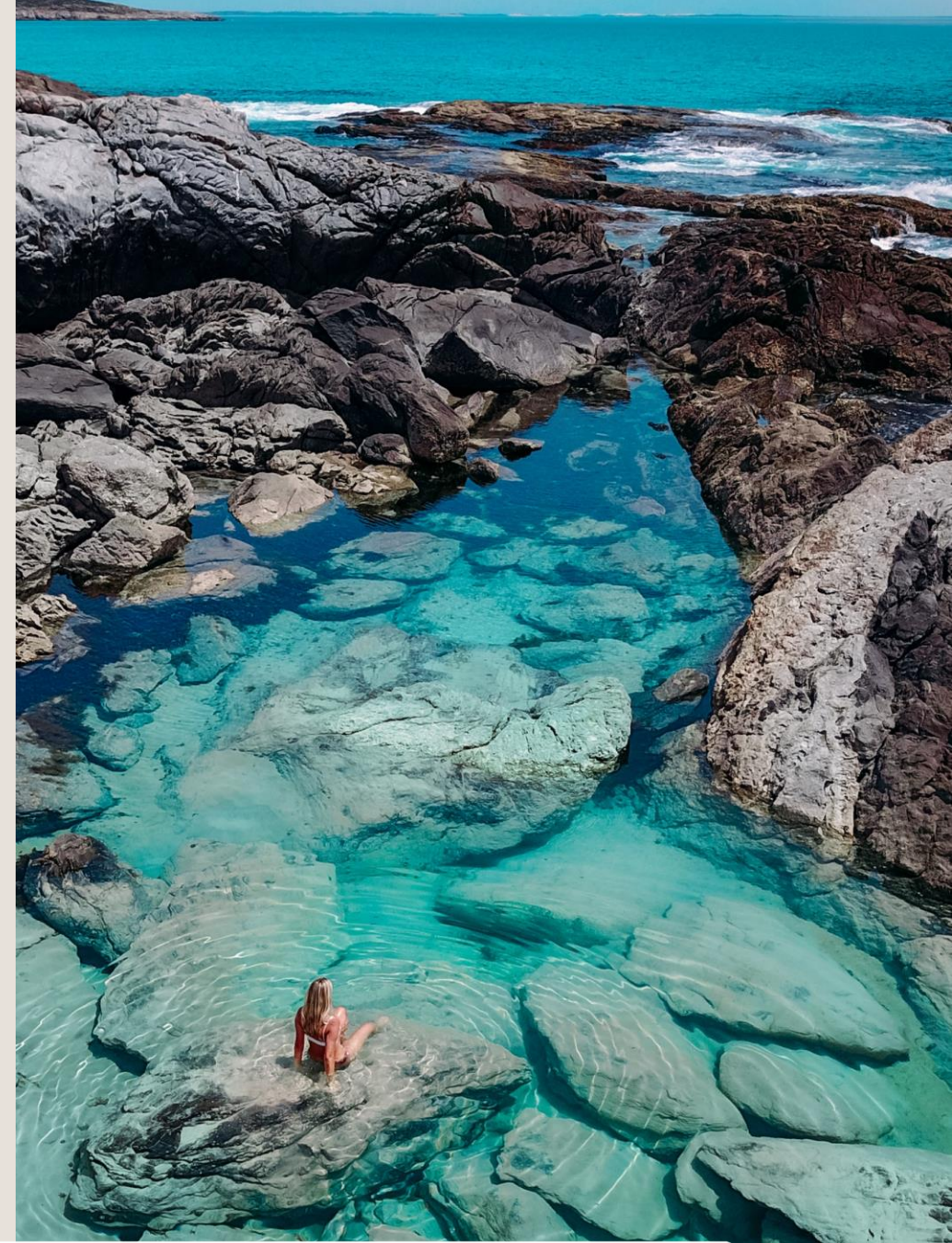
MARKETING IN A CRISIS

- Knowledge of audience
- Always On strategy
- Measurement focus
- Results for industry

Busiest Winter on record – across Kangaroo Island, river and coastal destinations

Barossa has been fully booked

Summer and advance bookings across the state strong, and growing





#BookThemOut

KANGAROO ISLAND & ADELAIDE HILLS

SOUTH AUSTRALIA.COM





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