

Tourism

A close-up portrait of a man with short, light brown hair, wearing a dark suit, white shirt, and a red and blue striped tie. He is looking slightly to the right with a serious expression. The background is dark and out of focus, with some bokeh lights.

RANN
Gets Results
2006

Tourism

Foreword

A message from the Premier

The tourism industry is a vital part of South Australia's economy – especially because of the exports it generates and the employment it provides for thousands of South Australians. Tourism creates jobs, supports small business and helps build regional communities.

South Australia's Strategic Plan recognises the importance of tourism as a significant economic and social driver for the State. The tourism industry and the Rann Government are working together to build visitor expenditure in South Australia's tourism industry from \$3.4 billion in 2001 to \$5 billion in 2008.

To realise the social and economic benefits from tourism, the State Government continues to work with the tourism industry and regional communities, and across government departments, to develop a sustainable industry that supports our way of life and the environment.

The South Australian Tourism Plan 2003-08 delivers a shared industry and Government vision for sustainable tourism growth. We will foster the State's authentic experiences, natural attractions and strengths – including our leadership as Australia's food and wine State, and our reputation as the "Heart of the Arts".

Our State has many natural, historical, cultural, sporting and other attractions – all of which have been developed and promoted by professional tourism operators, local communities and staff who are passionate about South Australia. With our enviable lifestyle and climate, our State provides a "brilliant blend" for a vibrant, successful tourism industry.

That's good for jobs, good for business and good for South Australia.

Mike Rann
Premier

Our Achievements

The Rann Government's achievements include:

- increased air access to South Australia.
- millions of dollars invested in city and regional infrastructure, including new visitor information centres across South Australia to welcome and inform travellers.
- land tax relief for tourism operators, including caravan parks and B&Bs, as part of the Rann Government's \$254 million land tax relief program.
- targeted campaigns to attract discerning interstate, local and international visitors.
- bigger and better events, including Tasting Australia, the Jacob's Creek Tour Down Under, the Adelaide Festival of Arts, the Fringe and the 2006 Adelaide Cup Carnival (which includes the Malaysia Airlines Magic Millions Yearling Sales).

Specifically, we have worked with industry to improve air access and airport facilities.

With Air New Zealand commencing direct flights from Auckland, and Singapore Airlines about to start daily flights from Singapore, the number of international flights coming into Adelaide has increased by 40 per cent during the term of this Government. The new Adelaide Airport provides world-class facilities.

We have developed innovative marketing strategies to target discerning visitors. Successful campaigns include Unwinding Roads, Heart of the Arts, Must See-Must Do, Rediscover Yourself and Linger Longer. The Unwinding Roads campaign alone attracted an additional 17,000 interstate visitors, who together spent more than \$19.9 million in South Australia.

We have worked with industry and regional communities to market our unique tourism attractions, building on the success of programs such as SA Shorts, summer/winter campaigns, and national retail and trade promotions. Funding for regional tourism marketing has increased.

Key international markets have been targeted. We engaged in South Australia's biggest-ever marketing campaign in New Zealand when we integrated promotions with new direct air flights. We also are targeting the emerging markets of China and India.

Our marketing strategies are building on successful events, such as the Jacob's Creek Tour Down Under. For example, our new SouthAustralia.com–AIS cycling team – which debuted at the 2006 Jacob's Creek Tour Down Under – will promote South Australia internationally when the team competes in races across Europe, Asia and North America.

South Australia will host Australia's largest international tourism trade show, the Australian Tourism Exchange, which will promote South Australia to 600 tourism wholesalers from more than 40 countries. The event, in June 2006, is expected to inject \$10 million into our economy and boost hotel occupancy by 13,000 visitor nights during winter.

We have provided annual funding of \$250,000 a year for a visitor information centre at the new Adelaide Airport, which will welcome visitors and deliver effective information and booking services to regions. New visitor information centres have also been delivered to key tourist regions, including the Clare Valley.

ConnectSA, an online booking and inventory management system, enables tourism operators to sell South Australian experiences and services through online bookings from southaustralia.com, regional tourism web sites, industry web sites and visitor information centres. This initiative – the first of its kind in Australia – delivers a significant competitive advantage for South Australian tourism operators.

The Rann Government has strengthened the State's tourism infrastructure. We have worked with industry to deliver projects that include the Adelaide Airport Terminal, the new Cape Jarvis Ferry Terminal, the upgraded Arid Lands Botanic Gardens at Port Augusta, and redevelopment of the Woomera Heritage Centre.

Funds have been allocated for a \$4 million upgrade of Port Lincoln Airport. An extra \$2.8 million over four years will develop our cultural institutions, including the State Library and South Australian Museum, while \$4.3 million is allocated for capital works at the Adelaide Botanic Gardens. Meanwhile, ongoing funding is being delivered for major tourism developments designed to boost jobs, local tourism and visitor comfort in regional communities.

An increased strategic focus on Adelaide and regional events includes the world music event, WOMADelaide, becoming a successful annual event. This event generated \$5.7 million for the State and attracted 65,000 people in 2005.

Extra funds of \$650,000 over four years are being delivered for the Adelaide Fringe, while a \$1.1 million Eventful Adelaide campaign in early 2006 is supporting Adelaide and regional events.

Regional events and festivals are significant elements of the State's tourism industry and are local job creators. The Rann Government has each year increased funding for regional events, with this year's funding totalling more than \$650,000.

As part of the Rann Government's partnership approach, the Tourism Round Table has established a forum for industry and government to work together to address new challenges and opportunities to build a strong tourism industry.

This approach requires clear strategies for the future, and the Rann Government has worked with the industry on specific plans – including the South Australian Tourism Plan 2003-08, the Wine Tourism Strategy 2004-08, the Cycle Tourism Strategy and the Sustainable Tourism Package.

Our Strategy

The Rann Government aims to increase visitor expenditure in South Australia's tourism industry from – \$3.4 billion in 2001 to \$5 billion by 2008 – by increasing visitor numbers and length of stay, and, more importantly, by increasing tourist spending (Target 1.13, *South Australia's Strategic Plan*).

To achieve this target, Labor will:

- continue our commitment to major events, including: the Adelaide Bank Festival of Arts; the Fringe; the Adelaide Film Festival; WOMADelaide; Clipsal 500; and sports, food and wine festival attractions.
- continue to work with the tourism industry on strategies to attract more events to South Australia during winter.
- build tourism infrastructure, and attract and promote private tourism investment in accommodation, attractions and service infrastructure.
- continue our support for conventions and the business tourism market by working with industry to expand the range and quality of post-convention packages.
- support high-quality training for the tourism and hospitality industries, including training in languages other than English.
- ensure tourism development is sustainable and helps protect the environment, and cultural and social identities of local communities.
- support tourism as an employer in regional communities and further develop the contribution tourism makes to regional economies, including through agri-tourism, cycle tourism, nature-based tourism, and the involvement of Aboriginal communities.
- continue to develop integrated strategies for the tourism industry, recognising the diverse character of tourists who are attracted by South Australia's lifestyle, Aboriginal culture, conferences and festivals.

Our plan for tourism

In January 2006, the Government unveiled a new State brand – *South Australia. A brilliant blend*. The brand will be adopted by all Government agencies that market South Australia to consumers in sectors such as tourism, education, business, arts and migration.

South Australia. A brilliant blend will be used in marketing campaigns to promote the State as an unspoilt destination that offers authentic experiences. An innovative marketing campaign will be launched in April 2006.

Implementation of the South Australian Tourism Plan will continue, with the assistance of the Minister's Tourism Round Table. The South Australian Tourism Commission (SATC) will continue to aggressively seek additional international and interstate airline seat capacity into Adelaide.

The Regional Events and Festivals Program will continue to support events and festivals. A community events development fund will support and encourage smaller, community-based events that have potential as major tourist drawcards.

The SATC will provide additional funding for a number of cooperative marketing campaigns aimed at further boosting visitor numbers to regional South Australia. Funding of the State's 12 Regional Tourism Marketing Committees will continue to encourage more visitors to discover our regions and stay longer.

Funding to support accredited visitor information centres across the State will continue, as will the popular and successful South Australian Shorts holiday program designed to encourage South Australians to discover their own State. The successful sponsorship of *Postcards* on Channel 9 and *Discover* on Channel 7 will also continue.

Cooperative campaigns with domestic wholesalers, airlines and other industry partners will jointly advertise and promote South Australian products to domestic and overseas target markets. The SATC will partner with other States to conduct targeted campaigns, as well as cooperative marketing campaigns with industry partners.

In 2006-07, the SATC will continue to maintain representatives in seven international regions – New Zealand, North America, the United Kingdom, Southern Europe (France), Central Europe (Germany), South-East Asia (Singapore) and North Asia (Hong Kong). The Adelaide office will service the Japanese market, with specific support from a public relations and marketing company in Tokyo.

Connect SA will continue to help more tourism operators receive online bookings as part of wide-ranging promotional support for industry operators.

In 2006-07, Australian Major Events (AME) will manage events including the annual Credit Union Christmas Pageant, the Jacob's Creek Tour Down Under, the biennial Tasting Australia festival, and the Panasonic World Solar Challenge. AME will sponsor other events, such as WOMADelaide, the Next Generation Adelaide International men's tennis event, and the Jacob's Creek Open Golf Championship.

AME will continue to focus on attracting interstate and international visitors to major events to generate further economic and job growth, including support for event-related travel packaging.

Marketing will target visitors to the 2007 Great Australian Outback Cattle Drive, along the Oodnadatta Track, from May to June. In March 2007, South Australia will host the World Police & Fire Games, one of the world's largest mass-participation events. Fifteen thousand athletes, officials and supporters are expected to come to Adelaide for the Games, which are expected to contribute \$30 million to South Australia's economy.

Investment will continue in the development of strategic infrastructure projects through ongoing funding for major tourism infrastructure projects, and through the minor tourism development fund.

The Rann Government will further develop the State's nature-based tourism products, in line with the Responsible Nature-Based Tourism Strategy 2004-09. The dedicated campaign, targeting visitors seeking our wine and food experiences, will continue to ensure the State remains Australia's premier food and wine State.

The SATC will continue to work with Aboriginal groups, operators and experts to help build the State's Aboriginal tourism product. The SATC will continue to negotiate the best policy and planning outcomes for the tourism industry through Sustainable Tourism Package initiatives and projects. A key project will be extra Regional Integrated Strategic Tourism Plans, with the Fleurieu Peninsula tourism region plan being developed from 2006-07.

New Design Guidelines for Sustainable Tourism will assist and inform developers of medium-sized tourism accommodation, and State and local government agencies, to improve the quality of new, environmentally friendly tourism development.