

ATDW TIPS & TRICKS

EVENT ORGANISERS



INTRODUCTION

Events South Australia seeks and supports events that showcase and celebrate South Australia's strengths in areas including Arts & Culture, Food & Drink, Sport, Innovation and Regional events.



ARTS & CULTURE

Our arts festivals are renowned, and audiences love South Australia's culture of creativity.



FOOD & DRINK

When it comes to food and drink, South Australia truly is the land of legends.



SPORT

Cycling thrives in South Australia, along with mass participation events and events of national and international significance.



INNOVATION

South Australia is embracing new technologies and the opportunities they present.



REGIONAL EVENTS

Our regional events calendar includes everything from long-running community celebrations to bold new festivals.

ATDW OVERVIEW

The Australian Tourism Data Warehouse is Australia's national platform for digital tourism information in Australia. With over 250+ distributors of this content, your event has the potential to be showcased on tourism websites such as southaustralia.com, australia.com and regional websites. Best of all, this is quick, easy and free to South Australian businesses and events, and drives qualified and commission free leads directly to your event.

ATDW BEST PRACTICE

LEAD TIME

Have your event details finalised and ATDW listing created well ahead of time, 3-4 months, allowing for appropriate lead in time for marketing of the event. Please note your event will automatically be disabled and removed from southaustralia.com once the event is complete.

CREATE OVERARCHING UMBRELLA EVENT


If you are a Major Event with considerable events within the program, such as Adelaide Fringe Festival, Tour Down Under, Tasting Australia etc, please create an overarching umbrella event, as well as the individual events within the program. This will assist SATC in promoting the event to both intrastate and interstate markets, where appropriate.

SHARE STRATEGY WITH SATC

Share your marketing strategy with SATC and communicate the top drawcard events within your events program, including high res imagery for use on SATC's owned channels. SATC may be in further contact to arrange a dedicated meeting around the promotion of your event.

EVENT LISTING EXAMPLES

OVERARCHING UMBRELLA EVENT LISTING



Port Road, Adelaide, Adelaide, South Australia, 5000
0448 158 192
hello@summersoundsfestival.com
https://summersoundsfestival.com/

VISIT WEBSITE

BOOK NOW

SYNC TO CALENDAR


Instagram Facebook

Share

SUMMER SOUNDS FESTIVAL

08 Jan 2021 - 31 Jan 2021
Next Occurrence : 21 Jan 2021
05:00 PM - 10:00 PM

EVENT LISTING WITHIN OVERARCHING UMBRELLA EVENT



Port Road, Adelaide, Adelaide, South Australia, 5000
0448 158 192
hello@summersoundsfestival.com
https://summersoundsfestival.com/

VISIT WEBSITE

BOOK NOW

SYNC TO CALENDAR

Instagram Facebook

Share

WILL SPARKS | SUMMER SOUNDS FESTIVAL

25 Jan 2021 - 25 Jan 2021
Next Occurrence : 25 Jan 2021
06:00 PM - 10:00 PM

DO'S & DON'TS

DO

- ▶ Have your event listed early to allow sufficient time for event marketing
- ▶ Include High Res Imagery showcasing what guests will experience whilst attending the event
- ▶ Include a full description of what the guests will experience from the event
- ▶ Best contact and booking details, including ticket pricing and booking URL
- ▶ Consider any local partnership opportunities in your area to enhance and drive visitation to your event by leveraging the Deals & Offers functionality in ATDW. For example, partnering with an accommodation and transport provider to offer an event package. For further information refer to the [Deals & Offers Quick Guide](#).

DON'T

- ▶ Don't leave your listing until the last minute
- ▶ Don't showcase your event by using portrait sized photos, posters, brochures, logos or photos with written text - these are not accepted.

DIGITAL MARKETING OPPORUNITIES

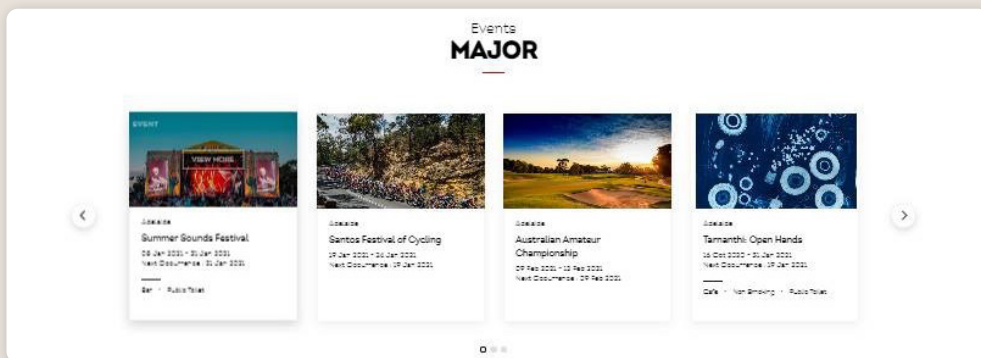
SATC offers opportunities for your events to be featured in digital marketing activity across its owned consumer and corporate channels including southaustralia.com, Facebook (South Australia and South Australian Tourism Commission), Instagram (@southaustralia and @satourismcommission) and email database. By ensuring the information in this document has been completed to a high standard, it is more likely you will have an opportunity to feature in the digital marketing efforts of the SATC.

DIGITAL MARKETING EXAMPLES

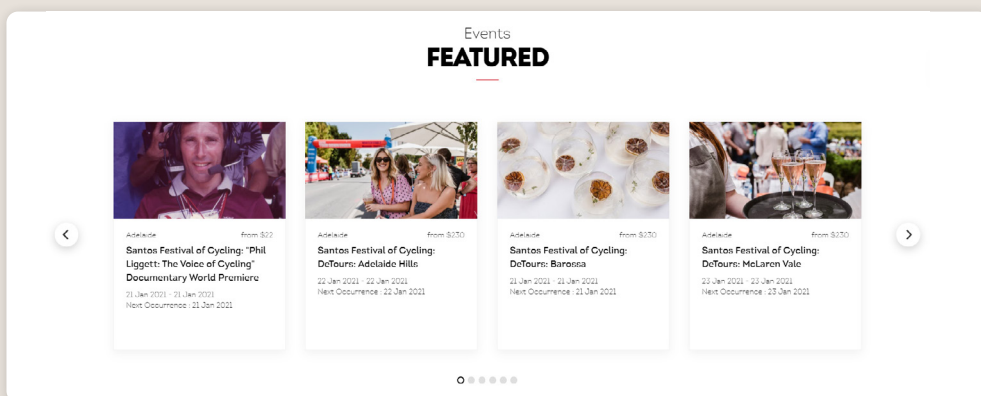
FEATURED LISTINGS ON SOUTH AUSTRALIA.COM



EVENTS TO PLAN AHEAD FOR: Major Events that drive interstate visitation, 2-4 months in advance



MAJOR EVENTS: Events with international, national or significant state-based appeal, current-1 month in advance

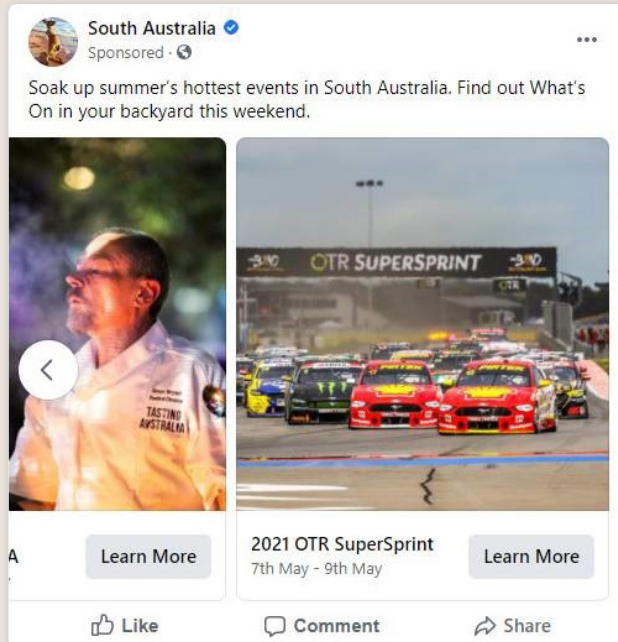


FEATURED EVENTS: Drawcard events for both Adelaide and the regions



DIGITAL MARKETING EXAMPLES

FEATURED LISTINGS ON FACEBOOK (SOUTH AUSTRALIA)



The screenshot shows a Facebook post from the official page of South Australia. The post is sponsored and features two images: a man in a white shirt with 'TASTING AUSTRALIA' on it, and a race track scene with several cars and a sign for 'OTR SUPERSPRINT'. The text of the post reads: 'Soak up summer's hottest events in South Australia. Find out What's On in your backyard this weekend.' Below the images are two 'Learn More' buttons. At the bottom of the post, there are 'Like', 'Comment', and 'Share' buttons. The event details are: '2021 OTR SuperSprint' from '7th May - 9th May'.

ATDW INFORMATION & RESOURCES

For further information and ATDW resources please visit our website to view useful videos and guides specific to the events sector.

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tourism.sa.gov.au/support/atdw