



## **SOUTH AUSTRALIAN TOURISM COMMISSION PUBLIC RELATIONS OPPORTUNITIES FOR OPERATORS**

The South Australian Tourism Commission (SATC) communicates with local, national and international media on a regular basis. We pitch stories to the media, distribute a monthly e-newsletter full of South Australian tourism news and new product, host trips by the media to South Australia, and answer enquiries from journalists across a range of publications.

This means that, through the SATC and our communications with the media, **you have the chance to communicate with millions of people** around the world and we want to work with you to tell your stories.

### **What is news?**

What do we need from you? Below is a list of questions to ask yourself – if you answer “yes” to any of these questions, you may have some news for us.

- Do you have any updated or **new products**, initiatives, packages, experiences, developments or refurbishments within your business?
- Is there something **unique** about your business that can't be experienced anywhere else in Australia?
- Have you implemented any especially innovative or cutting edge **environmental initiatives** or have exceptional “green” credentials that make you stand out from other similar businesses?
- Has your business won any recent **awards** or contributed substantially to your local community or region?
- Do you have an **outstanding business success story**, backed by facts, figures or occupancy rates, which is inspiring or unusual enough to capture the attention of a journalist?

If you answered “yes” to any of the above questions, we would love you to send us an email at [PRPublicationsSATC@tourism.sa.com](mailto:PRPublicationsSATC@tourism.sa.com) with details of your news or story.

If you are sending us details of new or updated product, please include the **date** the product was launched/relaunched, and at least one **photo** or an address of a website where photos can be found. Remember: **a great photo can be the reason your product or business ends up featured in a magazine or newspaper.**

If you don't have any news or new product for us right at this minute, we encourage you to keep this document, and our email address, on file, and email us when you do have news.

Please note that although we try to promote as many of South Australia's tourism operators as possible, not all submissions will necessarily be used, and those that are used may not be used immediately.

For more detailed information on what makes a tourism news story, as well as handy tips about generating positive publicity for your business and dealing with the media, we recommend you read Tourism Australia's excellent resource: ***Making a splash: a practical guide to working with the media***, which can be downloaded from [www.tourism.australia.com](http://www.tourism.australia.com) or by clicking [here](#).

Thank you for your cooperation, and we look forward to working with you to further promote South Australia as a world-class tourism destination.

Kind regards,  
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