

## Overseas Travel Report

Chief Executive and public sector employees

No of Travellers	Destination (Country) and Dates of Travel	Reasons for Travel	Total Cost of Travel
2	Los Angeles USA  25-29 January 2020	<p>Attend and represent South Australia at the G'Day USA in Los Angeles, to promote SA as a tourism destination and promote the key messaging that bushfire affected regions were open for business in SA.</p> <p>SA sponsored the G'Day USA pre-reception and dinner, hosted numerous trade and media at Maude in Beverley Hills to support the SATC campaign with Curtis Stone, and met with Tourism Australia to deliver our message to over 200 trade delegates that SA was open for business.</p> <p>During the 3 days in LA, SATC also met with CAA (Creative Artists Agency) to discuss ambassador programs, with Craig Wickham from Exceptional KI - a tourism operator who the SATC assisted in going to the US to get it's message across, and with Tourism Australia to work through our messaging.</p>	\$7600

Approved for publication by Executive Member - Rodney Harrex

Date: 31/03/2020

Signature: 

Note: These details are correct as at the date approved for publication. Figures may be rounded and have not been audited.