



MEDIA RELEASE

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SHAPING THE DIRECTION OF TOURISM INTO THE FUTURE

Tourism has been recognised as one of the key economic drivers and growth industries for South Australia and the forces that will shape its future will impact on our State's success in such a competitive environment.

Delegates attending the South Australian Tourism Industry Council's **8th annual Tourism Conference** in June will be given insights into the challenges, opportunities and changes affecting the tourism industry and learn how they can tackle them head on.

More than 26 presenters will introduce ideas around connected customers, digital storytelling, increasing profitability, leveraging our strengths, capitalising on technology and embracing new markets.

Google's Strategy & Insights Manager, **Matthew Evans** will reveal how to win tomorrow's traveller by taking delegates on a futuristic journey of advanced computing, machine learning and artificial intelligence.

Economics Commentator, **Michael Pascoe** will present on the economic challenges and opportunities for the tourism industry and spreading the growth of our "two speed" economy.

Tourism Australia's Managing Director, **John O'Sullivan** will offer innovative strategies for converting the appetite for Australia's tourism experiences to grow visitation, and counter the challenges of an increasingly cluttered and competitive global travel market.

SA Tourism Industry Council General Manager, Shaun de Bruyn says the conference is a must-attend event for tourism education, networking and professional development.

"By holding an annual conference, we are facilitating the development of a dynamic, innovative and highly competitive tourism industry," Mr de Bruyn says.

"The 2017 Conference aims to equip delegates with the knowledge, skills and strategies to sustain business growth now and into the future, in turn supporting the State's visitor economy and building on the momentum of an industry which is a key economic driver for the State."

Minister for Tourism Leon Bignell said a strong tourism sector was vital to the economic future of South Australia.

"Co-operation between our public and private sector is stimulating visitor demand, attracting more events, tourists and business travellers - who are spending a record \$6.3 billion a year," Minister Bignell says.

“The State Government has invested an additional \$70 million into the tourism portfolio and along with record spending in our visitor economy – this has resulted in the creation of 4000 extra jobs in the sector.

“Our operators and our natural environment offer some of the best visitor experiences in Australia and the annual tourism conference is a fantastic opportunity for experts and industry leaders to come together and share their success stories and gain further insight into how to facilitate economic growth.”

Principal Sponsor and SA Tourism Commission Chief Executive Rodney Harrex says the South Australian visitor economy has entered a period of record expansion.

“It is important for tourism operators to understand the recent drivers of this growth and what is in store for the visitor economy through to 2020 and beyond,” Mr Harrex says.

The Conference will wrap-up with an **Industry Dinner**, featuring City Collective’s David Cooke, who will share his radical urban development plan to use the **Commonwealth Games** as a catalyst to increase Adelaide’s city centre population, vibrancy and urban quality.

The Conference will be held at the Stamford Grand Adelaide on **6 & 7 June**, offering more than **26 speakers, 8 plenary sessions, 4 masterclasses and 15 practical workshops** to choose from.

For more information visit: www.satic.com.au

FULL SPEAKER LINE UP:

Master of Ceremonies: **Grant Cameron**

The Hon. Leon Bignell MP, Minister for Tourism | *Official opening address*

Presenters:

Ian Nightingale, The Industry Advocate | *How public sector spending can support industry diversification and growth in the private sector. Case study: Bowhill Engineering*

David Cooke, City Collective | *Short Term Games, Long Term Gains - A plan to foster Adelaide's Urbanity and Identity through the Commonwealth Games*

Rilka Warbanoff, Rilka’s Kitchen | *FOOD and the CITY* discussion panel

Michael Pascoe, Economics Commentator | *Where the bloody-hell are we going?*

John O’Sullivan, Tourism Australia | *Converting the appetite for Australia’s tourism experiences*

Mark Young, Adelaide Airport | *Adelaide Airport - Gateway to South Australia*

Rodney Harrex, SA Tourism Commission | *The Future of the South Australian Visitor Economy*

Caroline Phillips, Destination Riverland & **Julie Bates**, Regional Development Australia, Murraylands & Riverland | *High River Reflections*

Jan Claxton, Ocean Rafting, Whitsundays | *Sharing Your Story*

Matthew Evans, Google | *Winning Tomorrow’s Traveller in an AI First World*

Elaine Jobson, Jetts Australia & International | *5 Real Life Lessons on Leadership*

Masterclass sessions:

Marcello Mello, Google | *Google Analytics Masterclass on Actionable Insights*

Jerome Parisse-Brassens, Walking the Talk | *Leading Culture Transformation*

Anthony Coles, Sinosphere Group | *Back to the Future – Chinese Marketing 101*

Angela Hazebroek & Matthew King, URPS | *Growing your Business: The Key to Successful Planning Approvals*

Workshop sessions:

Service Excellence/Business Development stream

Aly Garrett, CMS Strategic | *How to Increase the Profitability of your Tourism Business*

Shelley Thompson, Retail 360 | *The True cost of Unhappy Visitors in a Competitive and Hyper-Connected World*

Tony Barradale, H-ONE | *Upgrade your Enterprise – Optimise, Develop & Reimagine*

Nature-based Tourism stream

Chris Thomas, Department of Environment, Water & Natural Resources | *'Nature Like Nowhere Else', activating nature-based tourism in South Australia*

Paul Victory, SeaLink Travel Group, Qld and NT | *Creating Viable & Memorable Tourism Product*

Russell Boswell, Savannah Guides, Northern Australia | *E = MC2: The Northern Australian Experience*

Marketing stream

Brent Hill & Edward Brooks, SA Tourism Commission | *Digital Marketing for Tourism – Now and into the Future*

Brad Crouch, The Advertiser | *Tourism & the Media*

International Ready stream

Tanya Jarman & Claire Sim | SA Tourism Commission | *The Distribution System*

Karyn Kent, StudyAdelaide | *How connecting with international students can help grow your export business*

Jennifer Bruce, Australian Tourism Export Council | *International Ready Fast20*

Luxury Food & Wine Tourism stream

Jo Collins & Pauline Mooney, Primary Industries and Regions South Australia | *Luxury Food and Wine Tourism – what is South Australia's opportunity?*

Can we really bring the uber wealth to SA? And how important is food and wine to their experiences? Case studies from across Australia

David Doudle, Goin' Off Safaris

Interactive panel discussion exploring Opportunities in Luxury Food & Wine Tourism in South Australia with

Justin Nugent, The Luxury Network Australia & **Sharon Romeo**, Fino Seppeltsfield

With thanks to our sponsors, SA Tourism Commission, City of Holdfast Bay, Stamford Grand Adelaide, Staging Connections, Department of Environment, Water and Natural Resources, StudyAdelaide, Primary Industries and Regions SA, Australian Tourism Export Council, BoxSAlicious, City of Adelaide, CMS Strategic, Ecotourism Australia, Finsbury Green, heidi who photos, Mad Pants Media, Push Adventures, South Pacific Laundry, Caudo Vineyard, Pirate Life Beer and Serafino McLaren Vale.