



Thursday, 29 August 2013

## **SOUTH AUSTRALIA REPRESENTED ON NATIONAL TOURISM BOARD**

South Australian regional tourism businesses will be well represented with the recent appointment of the South Australian Tourism Industry Council's Chief Executive **Ward Tilbrook** to the Board of Directors at the [Australian Regional Tourism Network](#).

The Australian Regional Tourism Network is the peak national body that represents regional tourism, and provides opportunities for collaboration and advocacy to promote a successful and sustainable industry.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says his appointment is a great opportunity to represent SATIC members at this national forum and ensure that South Australian regional tourism has strong presence at the table.

"Regional tourism is a vital sector of the Australian economy and is a significant contributor to the sustainability of many of our communities," Mr Tilbrook says.

"Tourism brings financial viability and cultural vibrancy to our regions and employs almost half a million Australians – more than mining, and more than forestry, agriculture and fishing combined.

"Around 46 cents in every dollar spent on tourism in Australia is spent in regional destinations, equating to more than \$18.8 billion in revenue.

"A challenge for South Australia is getting more than 12% of our international visitors out beyond Adelaide to ensure that tourism produces a greater dividend for our regional areas."

As South Australia's peak tourism industry body, the South Australian Tourism Industry Council represents more than 550 members and its' role is to engage in all of the processes that shape our State's tourism future.

The South Australian Tourism Industry Council provides a range of support services, resources and assistance to its members such as training, accreditation, certification, awards and business to business networks, communication and information.