

MEDIA RELEASE

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NEW TOURISM ALLIANCE TO BENEFIT INDUSTRY

Two of South Australia's peak tourism bodies have joined forces to create synergies for the State's tourism industry.

The [South Australian Tourism Industry Council](#) have been contracted to provide the branch management services for the [Australian Tourism Export Council](#) in South Australia.

Stuart Livingstone, Chairman of the South Australian Tourism Industry Council (SATIC) says the new agreement makes sense for the South Australian tourism industry.

"Both organisations play similar roles in the industry, offering B2B opportunities, industry development and education, networking events and providing advocacy on local tourism issues", Mr Livingstone says.

"Which means we will be able to provide greater benefits for the industry, streamline our activities and combine our resources.

"The collaboration also supports one of the 2020 South Australian Tourism Plan's priority action areas for the industry to 'work better together' so the State's tourism industry can reach its expenditure potential."

Paul Brown, SA Chairman of the Australian Tourism Export Council (ATEC) says this is a great first step in building unity within the State's tourism and visitor economy sector.

"ATEC has a strong national representation specifically within tourism's export sector and this partnership will provide mutual benefits for South Australian tourism businesses", Mr Brown says.

"Local ATEC Members will be able to tap into the resources and activities of SATIC and vice versa.

"I look forward to a long term journey where we can work together to achieve better outcomes for the industry and our members."

Upcoming Tourism Industry Activities:

- 23 March – Launch of SA Tourism Awards
- 7-10 April – 'Discover SA' Inbound Trade Show
- 31 May – Local Government in Tourism Forum
- 31 May – Tourism Leadership Dinner
- 1 June – South Australian Tourism Conference