



Wednesday, 15 June 2011

## **MEDIA STATEMENT: SA VISITOR & TRAVEL CENTRE**

Ward Tilbrook, Chief Executive of the South Australian Tourism Industry Council (SATIC) says SATIC took the opportunity on behalf of its members to voice concerns to the SA Tourism Commission about the transition of the South Australian Visitor & Travel Centre from a Government to a private operation.

“Our member’s concerns are primarily centered around equity of sales by a private operator that is now placed in a dominant market position as the primary point of contact for the State’s tourism marketing activities,” Mr Tilbrook says.

“In today’s announcement, our members have been assured by the SA Tourism Commission that visitors will continue to receive the best information and assistance and *Holidays of Australia* will ensure a fair representation of products.

“It is encouraging that *Holidays of Australia* has also declared its intention to ensure a fair representation and sale of products and will uphold booking conditions that are reflected in the current *Shorts* and *South Australian Holidays* publications.

“The provision of free information, maps, guides, and travel advice to both locals and visitors alike, encouraging visitors to stay longer, travel further and spend more is a vital role that supports the tourism industry in this State.

“It is essential that South Australian tourism businesses are supported by a high-profile, accessible visitor information centre that provides both a high level of visitor information as well as maintaining a level playing field for industry with a fair and equitable sales structure.”

As South Australia’s peak tourism industry body, the South Australian Tourism Industry Council represents over 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.