



MEDIA RELEASE

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INTERNET E-MARKETING IN PLAIN ENGLISH FOR TOURISM INDUSTRY

Tourism operators are invited to attend a seminar on Internet E-Marketing specifically designed for the tourism industry to increase its marketing presence online.

There are three sessions being held across the State during March: Berri (22 March), Adelaide (23 March) and Millicent (25 March). Tourism operators are invited to choose the seminar in the location most convenient for them.

SATIC Chief Executive Ward Tilbrook says SATIC is keen to give tourism operators access to the best training in a range of areas and the internet is fundamental to all successful business marketing.

“The seminar content is relevant to all tourism operators wishing to position their business cost-effectively in the world of digital marketing,” Mr Tilbrook says.

“The seminar will be presented by tourism marketing experts, **Travelyackie.com**, who have experience ranging from traditional domestic and international tourism marketing to online marketing including website analysis, SEO and social media.

“There are some fantastic tourism experiences in South Australia and it would be great to see the industry learning from the experts and discovering the best ways to market their businesses, as well as the State, online.”

Attendees at the session will:

1. **Learn** how to optimise and enhance their current online marketing efforts.
2. **Understand** social media and the way it affects their business.
3. **Think, discuss** and walk away with practical **do it yourself** knowledge you can apply straight away to their website.
4. **Break** down the techno jargon into plain English.
5. **SEO**: what the heck is it and how to **do it themselves**?
6. **Ask** internet marketing questions and get straight answers.

Registration for the seminar is essential. Cost is \$100 for SATIC members and \$130 for non-SATIC members; this also includes lunch and an E-Marketing workbook. For more information visit www.satic.com.au

The South Australian Tourism Industry Council (SATIC) is the peak body for the South Australian tourism industry playing a leading role in creating a positive business environment to support and recognise the quality tourism operators in this State.

For further information contact Bianca Borrett, Communications & Business Development Manager, South Australian Tourism Industry Council on 0401 998 247.