

Destination Riverland

2019 Industry Partner Prospectus



Welcome...

WE LOVE our region, and so do the increasing number of visitors who are coming every year. The Riverland continues to grow in reputation as one of the country's food, wine and nature destinations. This region currently attracts 386 thousand overnight visitors per year and \$173 million in visitor expenditure per year, supporting the growth of a diverse tourism industry.

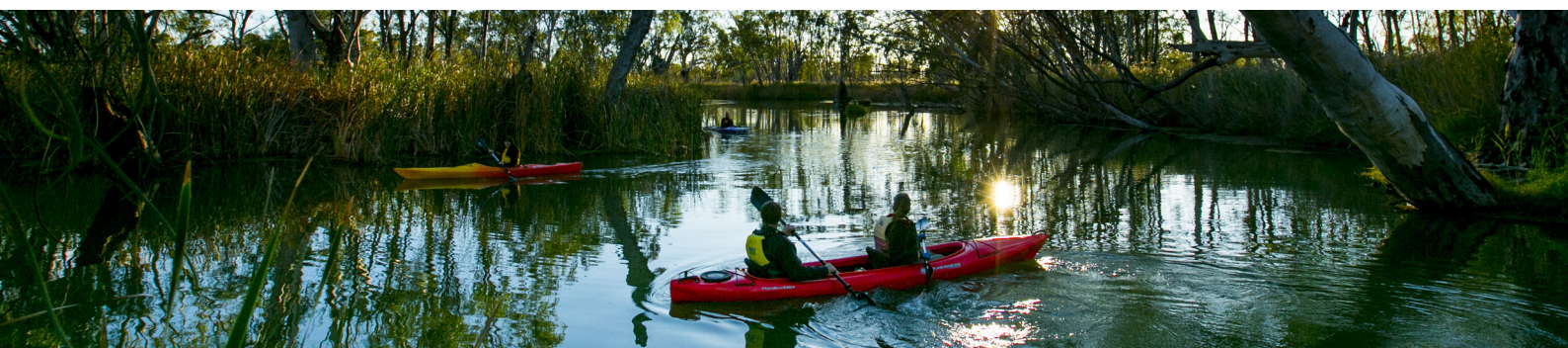
Competition from other destinations and continuing changes in visitor expectations make it a challenging business environment for all of us.

We recognise that our success is your success. For that reason, we are constantly looking to innovate our approach to marketing and promoting the region.

This year's Partnership Prospectus sets out the range of opportunities for us to work together to promote our region far and wide. There's never been a better time to join the Destination Riverland Industry Partner Program.

We look forward to working with you.

From the Board and Staff at Destination Riverland.



One Region - Better Together

*"Coming together is the beginning.
Keeping together is progress.
Working together is success."
- Henry Ford*

Destination Riverland invites you to become a 2019 Industry Partner. Following the successful launch of the first ever Destination Riverland Industry Program in 2016, it is important that we continue to grow the Riverland as a successful tourism destination.

The Industry Partnership is not a membership model. Participation is on a fee for service basis with access to additional promotional opportunities. We encourage you to buy into the relevant products and services that will help your business grow and develop.

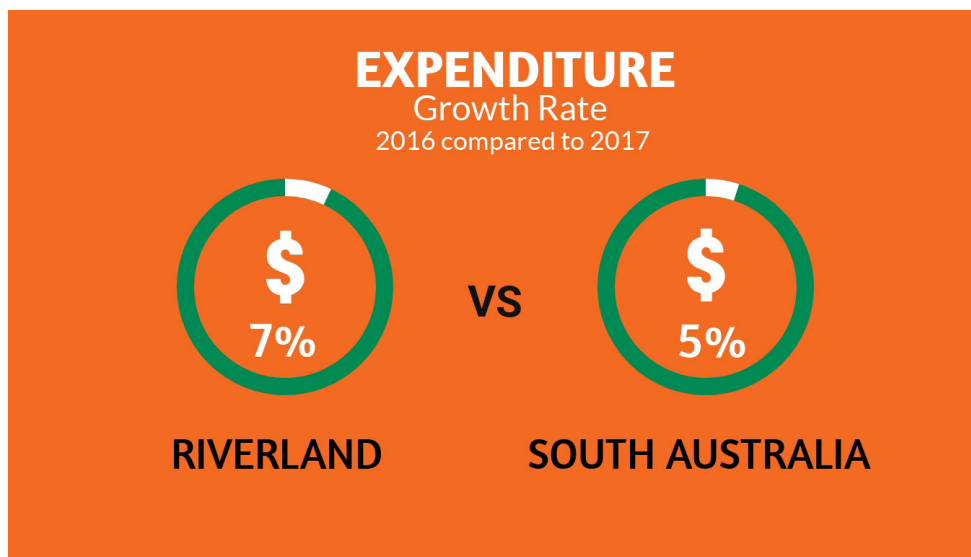
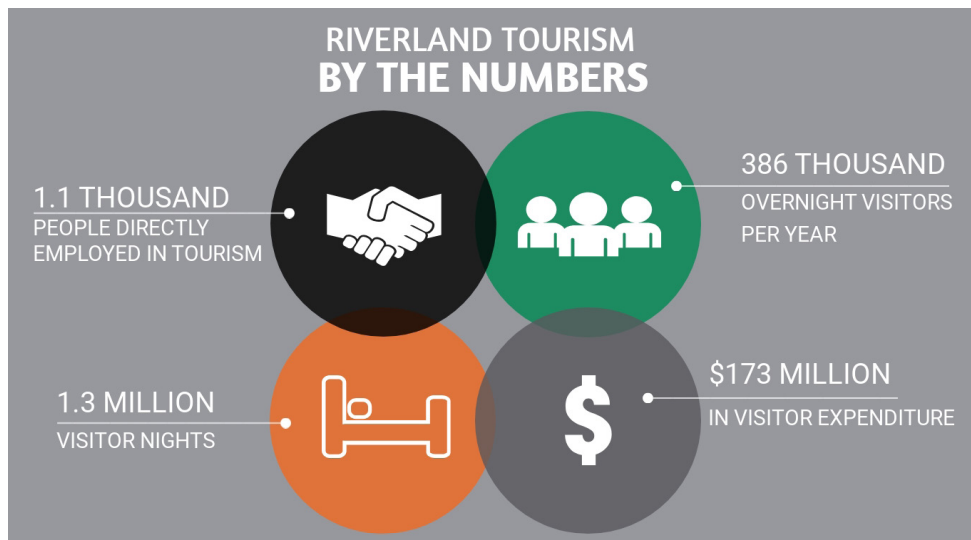
The Industry Partnership Prospectus provides you with an overview of the Destination Riverland program, with opportunities for you to partner with us to promote our region and grow your business.

Together we can make the Riverland the premier tourism destination in Australia and grow our existing achievements to rival the great food, wine and nature destinations of the world.

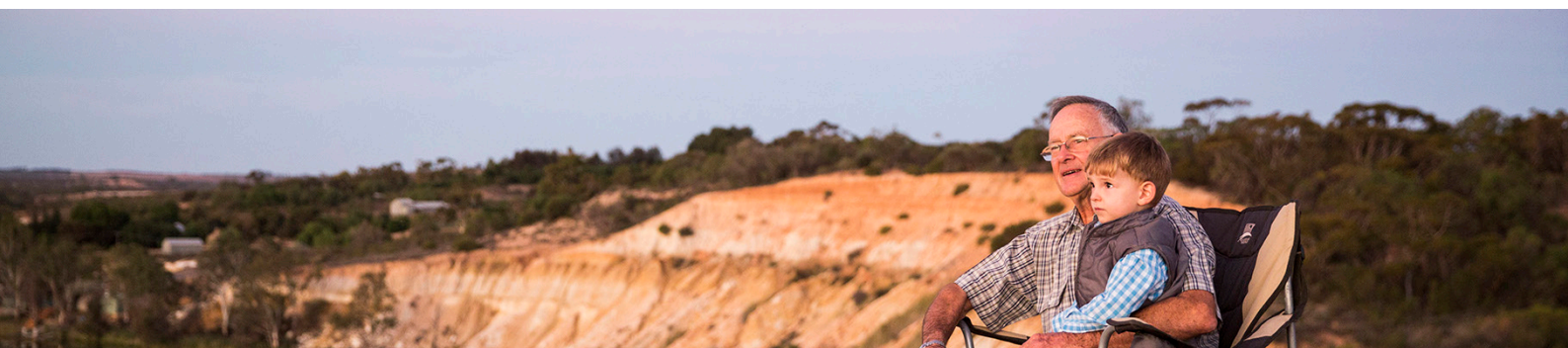
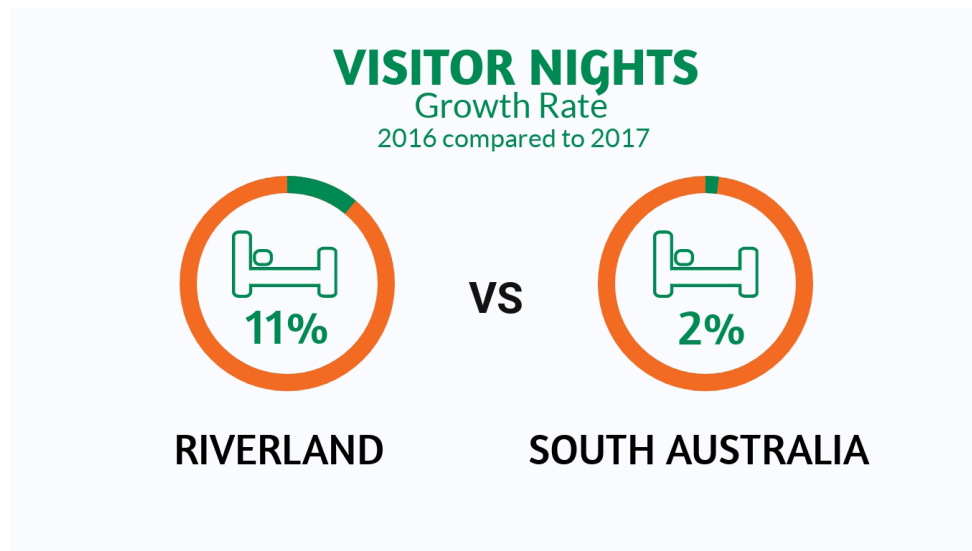
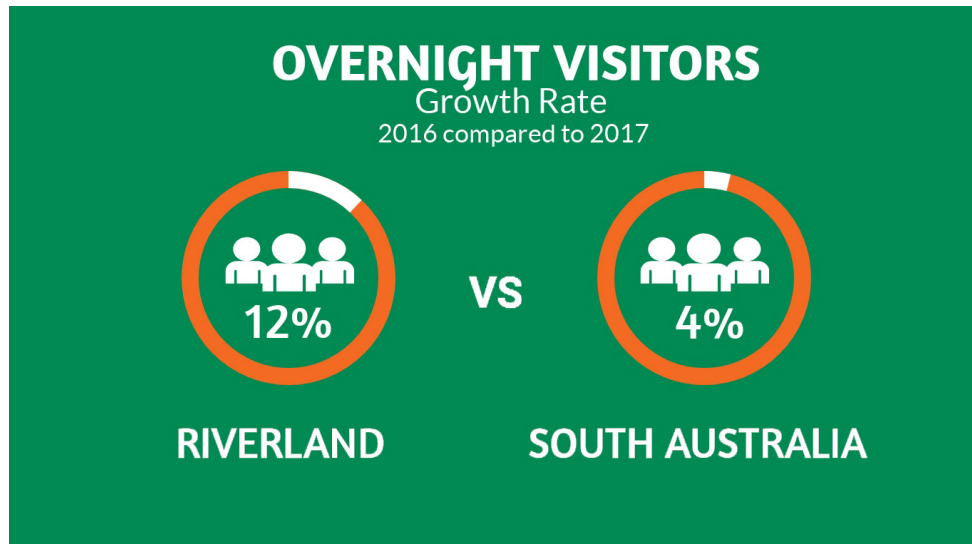


Riverland Tourism by the Numbers

Tourism in the Riverland is tracking really well in terms of numbers when compared with the rest of the state.



Riverland Tourism by the Numbers



Who are Destination Riverland Partners?

*"Individually, we are one drop.
Together, we are an ocean."
- Ryunosuke Satoro*

Join our partners for the 2019 calendar year and give your business the tourism advantage.

Anyone who is involved with the tourism industry operating in the Riverland can join.

- >> Accommodation
- >> Transport & Tour Operators
- >> Attractions
- >> Visitor Information Centres
- >> Caravan Parks
- >> Cellar Doors
- >> Restaurants & Cafe's
- >> Houseboats
- >> Events & Conventions
- >> Local Government & Industry Associations



Why should you join?

1. Advocacy

We create a unified voice for the Riverland Tourism Industry.

2. Connect

We provide linkages, knowledge and tools to help our partners increase profitability.

3. Collaboration

We help you to connect and collaborate with like-minded businesses to share innovative ideas.

4. Training

We assist in delivering training and business development support to your tourism business.

5. Community

We provide your business with opportunities to network with other Destination Riverland Industry Partners and businesses.



Industry Partner - \$250 + GST

Destination Riverland Industry Partners receive a range of marketing, business and networking benefits. Furthermore, the financial contribution made by Industry Partners is invested directly into the Riverland's marketing program.

Business Networking Benefits

>> Free of charge participation in the Riverland Tourism Exchange (RTE)

The RTE provides exposure of participants products to other local operators, to commercial and coach tour operators, and staff from the South Australian Tourism Commission.

>> Opportunity to utilise the Destination Riverland Board Room (23 Wilson Street, Berri)

For small meetings (up to 8 people) twice per year.

>> Option to include information in E-newsletter

Business updates or event information can be included in the Destination Riverland electronic newsletter.

>> Invitations

To networking events, industry conferences and forums.

>> Industry Voice

Destination Riverland will lobby on behalf of Industry Partners for the best interest of Riverland tourism businesses. Destination Riverland is represented on a number of industry groups and is the Riverland's direct link to the South Australian Tourism Commission.



Industry Partner - \$250 + GST

Marketing Benefits

>> Use of the Local Ambassador Online Training Program

At no charge for up to two members of your business.

>> Social Media Training

- 1 hour of one-on-one social media training (subject to Destination Riverland staff availability).
- Access to 2 social media masterclasses for two staff, courtesy of Purple Giraffe Marketing.

>> Social Media Promotion

Product feature on Destination Riverland's social media platforms (platform at the discretion of Destination Riverland).

>> Preferred Choice

Destination Riverland Industry Partners are considered priority products when recommending for families, journalists, media suggested by Destination Riverland.

>> 10% discount on Riverland Visitor Guide advertising

Commencing 2020 edition.

>> Option to participate in seasonal campaigns

Opportunities to buy in to seasonal campaigns and trade shows available only to Industry Partners.



Marketing Opportunities

The following campaigns provide substantial exposure for involved businesses and a cohesive message to motivate prospective visitors. Collaboration allows for our marketing resources and reach to be increased.

Winter Campaign

Winter messages are centred around the warmth of the Riverland as compared to other South Australian regions. A mix of media will provide a range of operator buy-in opportunities.

Campaign Proposal

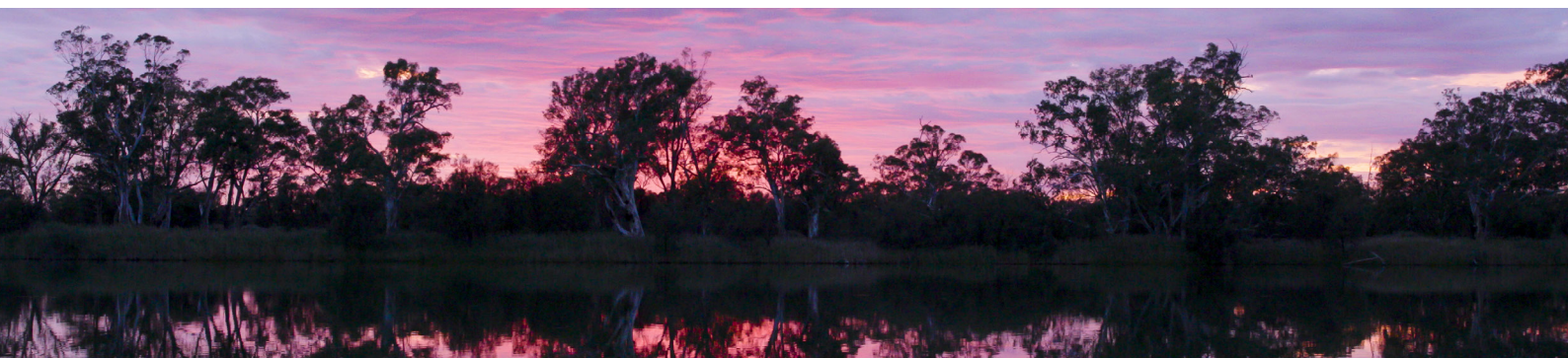
- >> Channel 7 feature
- >> Facebook Advertising
- >> Social Media
- >> Glam Adelaide Feature
- >> Instameet



Riverland Tourism Exchange (RTE)



The 2019 Riverland Tourism Exchange event is a speed dating style, where five-minute appointments are scheduled for participants to showcase and promote their business to each other. Prior to this there will be the Riverland Tourism Expo where operators will have the opportunity to “sell.”



Marketing Opportunities

Consumer Shows & Events

Participate or have a presence through distribution of the Visitor Guide including:

- >> Adelaide Caravan & Camping Show
- >> Cellar Door Fest
- >> Regional Field Days
- >> Interstate Consumers
- >> Tasting Australia



Ambassador Program

The development and delivery of an online training course to help locals to become regional ambassadors. Aimed at Riverlanders who have an interface



with the public, the course will highlight important information and facts about the region.

Local Ambassadors play an important role in dispersing visitors across the region, encouraging them to stay longer and spend more on local goods and services. The training course will be available to Industry Partners at no charge for two staff members.



Marketing Opportunities

Prize Bank

Industry Partners have the option to contribute to prize bank, which will be used to attract competitions, promotions and journalists to the region.

These can be in the form of prizes, vouchers and discounts that encourage promotion and visitation to their business and region.



SA Weekender

Activity is centred around a series of short videos featuring local operators and their products, to be distributed via Channel 7's SA Weekender programme and also the Channel 7 social media networks. The 2018 SA Weekender campaign reached over 400,000 potential visitors.



Industry Partner PLUS Packages

Base Level Partner

>> Includes access to the Marketing and Business benefits outlined on page 8 & 9.

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**\$250
+ GST**

PLUS Packages

Pack 1: Winter Radio Feature + Partnership

>> Radio Ads to the value of \$800 reduced to \$500
+ plus partnership.

Value - \$750

Saving - \$175

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**Total package
option
\$575 + GST**

Pack 2: SA Weekender Feature + Partnership

>> Campaign value per business \$1000 reduced to \$750
+ plus reduced partnership.

Value - \$1250

Saving - \$345

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**Total package
option
\$905 + GST**

Pack 3: SA Weekender + Winter + Partnership

>> Campaign value per business \$1000 reduced to \$750
>> Radio Ads to the value of \$800 reduced to \$500
+ plus reduced partnership.

Value - \$2050

Saving - \$600

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**Total package
option
\$1450 + GST**



Destination Riverland Industry Partnership in 4 easy steps...

1. If you would like to be a Destination Riverland Industry Partner in 2019 please email pa@destinationriverland.org.au to confirm your participation and your chosen package option.
2. Destination Riverland will provide you with an invoice and Industry Starter Pack.
3. PLUS package partners will be contacted to action their chosen promotional activity.
4. Destination Riverland will also offer promotional opportunities exclusively to Industry Partners throughout the year.

For more information, contact our office

Ph: 08 8582 2003

Email: pa@destinationriverland.org.au

www.destinationriverland.org.au

Cover image: Bassham Wines

