

# LIMESTONE COAST DESTINATION & TOURISM MARKETING PLAN 2025 SNAPSHOT



## ACKNOWLEDGEMENT OF COUNTRY

The lands and waters of the Limestone Coast are central to the culture and beliefs of the Traditional Owners, who have occupied, enjoyed, utilised and managed the Limestone Coast area since the Creation.

The Limestone Coast Tourism Industry acknowledge the Boandik and Ngarrindjeri are the Traditional Owners and that we respect their spiritual relationship with their country.

We pay our respects to their elders, past and present.

We acknowledge the Aboriginal people who continue to care for this country today.

We honour their stories, songs, art, and culture, and their aspirations for the future of their people and these lands.

We respectfully encourage Aboriginal communities to be a part of the current and future success of the Limestone Coast Visitor Economy.

# WHERE DO WE WANT TO GO?

## Vision

The Limestone Coast has a thriving visitor economy, that's delivering jobs, community vibrancy, local pride and advocacy for the region

## Key Economic Goals

Increase visitor expenditure to \$609m by 2030  
Increase the number of tourism related Jobs in the Limestone Coast to 3210 by 2025

## Areas of Emphasis

Regional Awareness

Seasonality

Dispersal

## Enablers of Success

Adaptability

Data Culture

Effective Collaboration

Increased Investment

## Priority Areas

Marketing

Visitor Servicing

Events

Experience Development

Infrastructure and Access

Governance and Collaboration

Industry Capability

Promote the Value of Tourism

# THE LIMESTONE COAST APPEAL

The Limestone Coast is known for its clean, green and pristine credentials. It's one of Australia's natural icons, home to phenomenal world renowned geological landscapes, which set the foundation for a thriving primary industries sector which underpins the visitor economy in the region.

The Limestone Coast has an established tourism industry with over 750 visitor experiences, and a strong calendar of events, which is supported by welcoming, visitor-focused towns and communities which offer accommodation, dining, retail, cultural and historical attractions, event venues and visitor information centres.

The hero experience theme for the region, which is also its key differentiator, is the nature based, outdoor and adventure experiences. The Region's natural landscapes, which comprise of volcanoes, craters, lakes, caves, sinkholes, swaps, stunning coastline and forests play host to many exceptional experiences in the Region including the Naracoorte Caves World Heritage Site, The Blue Lake, Umpherston Sinkhole, Ewen Ponds and Ghost Mushroom Lane.

These incredible natural assets attract people who travel for their interests including cave diving and snorkelling, fishing, four wheel driving and birdwatching and are all highly appealing to the Region's high yielding visitors.

Food, wine beverages are also significant demand drivers for the region, and with 6 wine regions, 40+ cellar doors, and a growing number of authentic food and dining experiences, the region has a critical mass of exceptional experiences that can drive demand from the region's visitor personas.

The burgeoning art, cultural and heritage experiences in the Limestone Coast share countless historical stories, and are captured throughout the Region's art galleries, museums, public art, and historic and cultural events.

The Limestone Coast is a geographically large region, and each town and community has a unique mix and flavour of the Limestone Coast's key experiences via their place, people, landscapes and events.

While the Region has an exceptional array of tourism experiences and events already, there are still many opportunities that once activated could drive significant growth in the visitor economy, which are highlighted in this Plan.



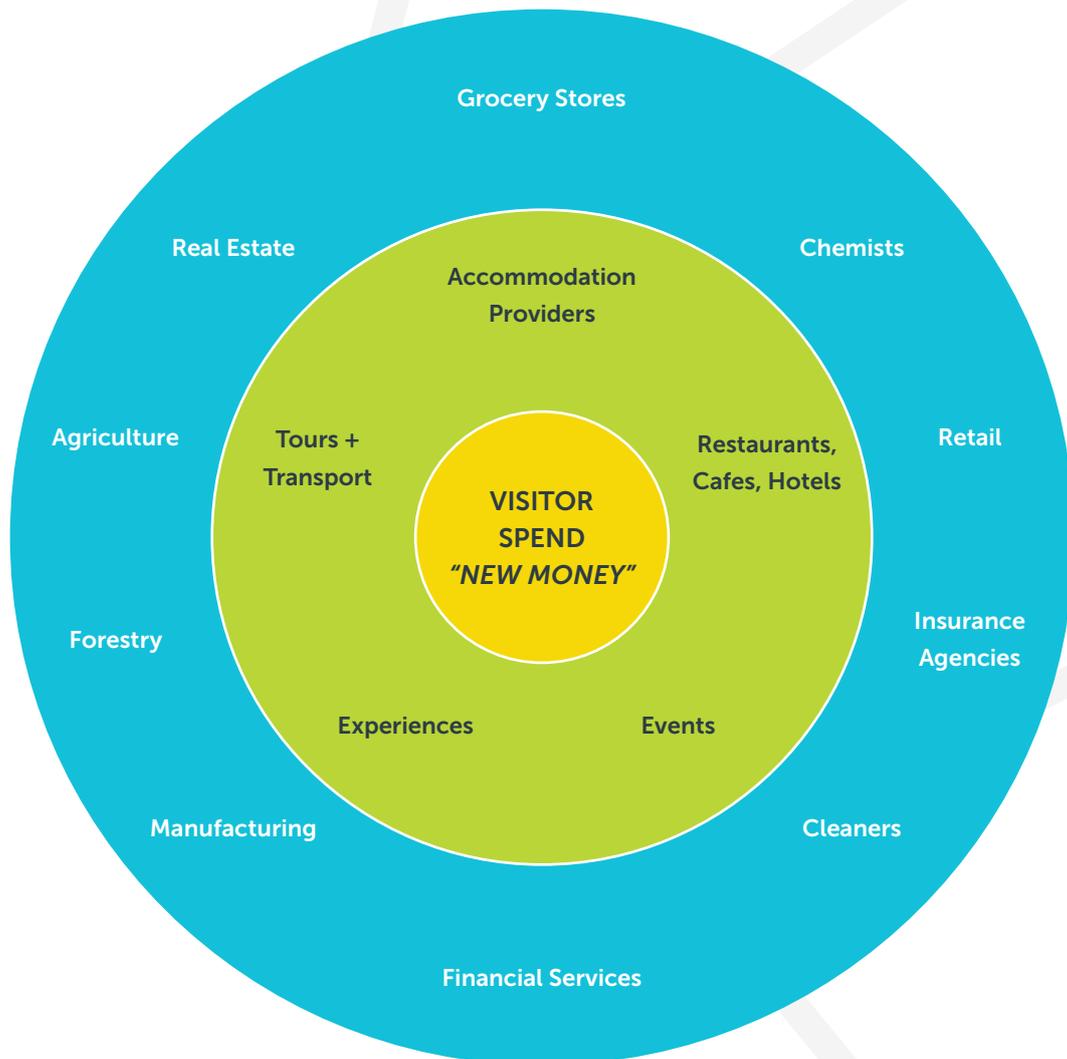
# WHAT DOES A THRIVING VISITOR ECONOMY MEAN TO THE LIMESTONE COAST?

The visitor economy in the Limestone Coast not only supports our traditional tourism businesses including cellar doors, accommodation, restaurants, cafes and attractions, but the multiplier effect of tourism creates jobs and supports local services including our retail businesses, service stations, supermarkets, trades people, professional services and even farmers.

When people visit and spend time in the Limestone Coast they bring 'new money' into the local communities within the Region.

This new money can lead to new jobs, secured livelihoods, new business opportunities, career pathways for school leavers, vibrant main streets, population growth, more investment by Councils in the livability of their municipalities, and less reliance on the agricultural, forestry and fishing industries to support the communities in the Limestone Coast.

**That's why tourism is everyone's business in the Limestone Coast.**



## KEY OPPORTUNITIES

### Consumer Direct Marketing

Increasing focus on consumer direct marketing activities to capture the strong demand from intrastate and anticipated demand from interstate markets (post COVID-19), and also build long-term sustainable demand from the Region's high yield visitors and niche interest segments across their full travel purchase journey will be key to growing the visitor economy over the next 5 years.

### Experience Development

Continued development of immersive, high quality experiences across the in Region's nature based outdoor and adventure; food, wine and beverages; history, heritage, indigenous, arts and culture experiences; combined with quality and experiential accommodation; will drive increased demand, and also important word of mouth advocacy with the Region's high yield visitors, niche markets and interest segments.

### Collaborative Visitor Servicing

Supporting the Region's visitor servicing resources to collaborate on projects such as visitor collateral, events support, online and outreach visitor servicing will be key to drive dispersal, spend and length of stay for all sectors of visitors into the Region.

### Events

Supporting existing events to recover post COVID-19, activating new event spaces across the Region and attracting new events in areas of leisure, sport and business are major opportunities for driving demand, dispersal and evening out seasonality across the Limestone Coast.

### Cross Border Marketing

Working with neighbouring Victorian destinations through partnership projects and appropriate marketing and visitor servicing activities will help drive dispersal from the strong numbers of high yield visitors who visit the Great Ocean Road, Grampians and Wimmera Mallee regions.



## WHO WILL THE REGION BE TARGETING?

Prior to COVID-19, the Limestone Coast was attracting the majority of visitors from South Australia and Victoria. It also had the highest international visitation compared to any other tourism region in South Australia.

The impacts of COVID-19, along with increased domestic competition and limited resources will see the Region pivot focus to visitors and markets that offer the best return on investment and add the most value to the region's visitor economy.

Three high-yielding visitor personas have been identified as offering the most value to the Region:

- > Older Couples
- > Families with School Age Children
- > Younger Couples, No Children

These visitors will most likely stay longer, spend more, disperse around the Region, become repeat visitors and most importantly, become strong word of mouth advocates for the Region.

Actions that drive demand from the domestic market will be the primary focus for the Plan, however, activities to keep the Region front of mind for key international source markets will be implemented to maintain momentum for when international travel resumes.

High yield Business Events, Sporting Events and Cruise will also have a particular focus in the Plan and actions will be implemented to activate these niche markets.



# HOW WILL WE GET THERE?

## Priority Areas + Key Opportunities

For the Limestone Coast to grow its visitor economy, it will focus on capitalising on opportunities that sit across

Eight Priority Areas:

	PRIORITY AREA	STRATEGIC INTENT	STRATEGIES + KEY INITIATIVES
1	<b>Marketing</b>	Communicate the appeal of the Limestone Coast to the Region's high-yield visitor personas and niche interest travellers throughout their whole travel purchase journey, to drive demand, increase length of stay, spend more and disperse around the Limestone Coast.	<ul style="list-style-type: none"> <li>• Limestone Coast Brand Strategy</li> <li>• 'Always On' Digital Marketing – Regional Website, Social Media, Consumer eNews</li> <li>• Seasonal Campaigns</li> <li>• Third party websites and apps – Increase Limestone Coast footprint.</li> <li>• SATC marketing initiatives leveraged</li> <li>• Trade, media, brand partnership, cross-border and niche market activities</li> </ul>
2	<b>Visitor Servicing</b>	To provide appropriate and relevant visitor information for the Region's High Yield Visitor Persona's and Niche Markets when and where they expect it to drive dispersal, spend and length of stay.	<ul style="list-style-type: none"> <li>• Visitor Servicing elevated as regional priority</li> <li>• Limestone Coast Visitor Servicing Network (LCVSN) and strategic projects activated</li> <li>• Annual Visitor Collateral Plan</li> <li>• Strategic in person, online and outreach visitor servicing activities and projects</li> </ul>
3	<b>Events</b>	Ensure 'Team Limestone Coast' (all stakeholders) are collaborating to attract, promote and deliver events that drive demand for the Limestone Coast year round.	<ul style="list-style-type: none"> <li>• Limestone Coast Event Plan</li> <li>• Support and promote existing events</li> <li>• Attract new events to the Region</li> <li>• Attract high yield Business and Sports Events</li> <li>• Sustainable events committees and volunteer engagement plan</li> </ul>
4	<b>Experience Development</b>	Support the development and expansion of demand driving visitor experiences and maintaining access and infrastructure visitors and locals expect across the Limestone Coast.	<ul style="list-style-type: none"> <li>• Nature Based and Outdoor Adventure, Food, Wine and Beverage experiences, History, Heritage, Arts and Cultural experiences – Support existing operators and attract new investment.</li> <li>• Accommodation - Advocate for investment into existing and new facilities.</li> <li>• Sporting, Recreation and Event/Function Infrastructure – Advocate for investment into existing and new facilities.</li> <li>• Advocate for positive regulatory environment and funding that supports visitor experience development in the Region</li> </ul>
5	<b>Access and Infrastructure</b>	Enable safe and easy access to and around the Limestone Coast and maintain visitor relevant infrastructure to a standard that both visitors and locals expect.	<ul style="list-style-type: none"> <li>• Advocate for air, road, public transport and rail access to/around the Region.</li> <li>• Tourism Signage Plan</li> <li>• Public Assets and Infrastructure - deliver new/upgrade existing/maintain – key tourist roads, wifi, coastal assets, parking, public toilets, bins, RV Campgrounds and Parks.</li> </ul>
6	<b>Governance + Collaboration</b>	Limestone Coast Visitor Economy stakeholders work cohesively and collaborate effectively on opportunities to drive growth of the Limestone Coast's visitor economy.	<ul style="list-style-type: none"> <li>• This Plan – Appropriate funding, governance structures, measurement and reporting framework.</li> <li>• Industry Engagement and Communication Plan</li> <li>• Cross Sector specific projects</li> <li>• Cross Border (Vic) and neighboring SA Regions – inc. Collaborative projects - Visitor servicing, marketing, events experience packaging</li> </ul>
7	<b>Industry Capability</b>	Supporting the Limestone Coast Tourism Industry to develop sustainable businesses and events that deliver high quality visitor experiences.	<ul style="list-style-type: none"> <li>• Tourism Businesses, Events + Volunteers - Advocate/connect to tools, technologies, programs and grant funding to maximise their professionalism and profitability</li> <li>• Tourism Industry Workforce Plan</li> </ul>
8	<b>Promote the Value of Tourism</b>	Communicate the value of the visitor economy with Limestone Coast communities to create positive sentiment for the sector and encourage local advocacy for the Region as a travel destination.	<ul style="list-style-type: none"> <li>• Local residents, elected bodies + media advocacy and engagement plans</li> </ul>

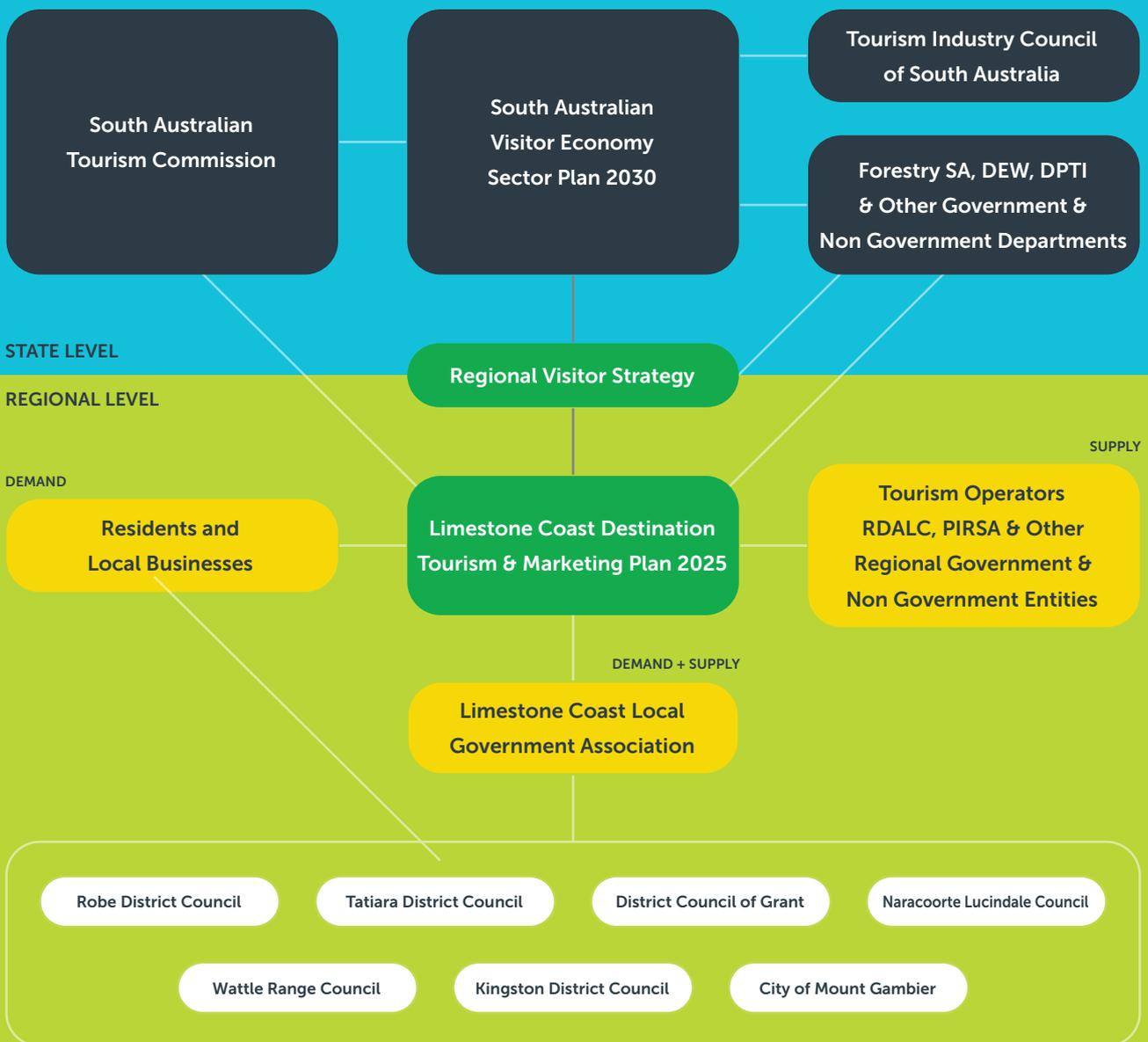
# IMPLEMENTATION & KEY OPPORTUNITIES

A comprehensive Action Plan has been developed for each of the 8 Priority Areas. The Action Plan identifies priorities, time-frames, key performance indicators, partners and responsibilities.

While LCLGA will lead many of the Plan's actions, many other regional stakeholders including Local Government, Visitor Information Centre, Tourism Operators, Limestone Coast Town Management Committees/Tourism Groups and Residents are also key stakeholders in bringing this Plan's ambition to life.

Checklists have been developed to support Tourism Operators, Progress Association/Town Committees and Residents to implement the Plan through their own resources, and can be downloaded from <https://www.lclga.sa.gov.au/strategic-activities/sustainable-economy/regional-tourism>

*Important Note: The full 'Limestone Coast Tourism Management and Marketing Plan 2025' and 'Limestone Coast Destination Situation Analysis 2020' will need to be consulted by stakeholders responsible for this Plan's implementation in order to provide context to the opportunities and outlined in the Eight Strategic Priority Areas.*



## MEASURING SUCCESS

The success of this Plan will be measured and reported on annually by analysing and reporting on Eight Key Performance Indicators (KPIs) through data supplied by the South Australian Tourism Commission, desktop research and new primary research projects.

Each of the following KPIs has a specific metric, baseline data to start measuring from, and future potential to aim towards.

- 1 Visitor Yield - Tourism Expenditure
- 2 Direct and Indirect Employment
- 3 Industry Stakeholder Engagement and Participation
- 4 Total number of overnight visits
- 5 Total number of nights
- 6 Average Length of Stay (Domestic)
- 7 Total number of Day Trip visits
- 8 Visitor Sentiment/Perception of the Region





## ACKNOWLEDGEMENTS

Thank you to all of the tourism operators, residents, community groups, and industry stakeholder organisations who provided input into the Plan during 2020.

Many people were engaged throughout the extensive consultation period through local workshops, an online survey and one-on-one meetings, all providing wide ranging and valuable input into the new Plan.



# DESTINATION TOURISM MARKETING PLAN 2025



## CHECKLIST FOR TOURISM OPERATORS

Keeping your business 'in business' and growing the tourism industry is the priority of this Plan. Below are a few ways you can help grow your own business while also supporting the wider Limestone Coast Visitor Economy.

1. **ATDW Listing.** Don't miss out on coverage by SATC or leads from Visit Limestone Coast social channels. Ensure your business and any events you run have listings on the Australian Tourism Data Warehouse (ATDW)
2. **Tell your own business stories** on the channels your High Yield Visitors are on – eg Social Media (Facebook/Instagram/YouTube) and your own website (via a Blog)
3. **Story Ideas:** Share your ideas for your part of the Limestone Coast via this Online Survey (<https://www.surveymonkey.com/r/LCStoryIdeas>) for potential inclusion in future blog articles on [www.limestonecoast.org.au](http://www.limestonecoast.org.au), on social media and other marketing activities.
4. **Amplify your stories on social media.** Build an engaged, passionate community around your experience. Remember it's about engaged communities, not number of likes or followers!
  - > **Facebook.** Share a great image/video, and great story via the caption (no hashtags). Running events? Make sure you add them as an event, so they can also be shared by Visit Limestone Coast.
  - > **Instagram.** Share great images/videos in your newsfeed, share longer form storytelling caption, and use relevant hashtags of [#visitlimestonecoast](#) and [#seesouthaustralia](#). Use up to #30 relevant hashtags (eg town/location/experiences) to help with discovery. Follow and tag relevant accounts in your comments for relevant posts. (See following page for local social media tourism channels)
  - > Try the **Stories feature** (only last 24 hours) on Instagram + Facebook. These are great for more casual, everyday happenings. Tag [@limestonecoast](#) and you may be reshared!
5. **Ensure your website is optimised** for mobile visitors, has a focus on the 'benefits' of your business (not just the features), has professional up to date photos, and you offer online bookings to capture conversions.
6. Keep refining and improving your **visitor experience** so your happy visitors become raving fans of the Region!
7. Make sure your **TripAdvisor and Google My Business Listings** are claimed, optimised, and you're responding to reviews from visitors every few days.
8. **Get involved with the Recovery campaign.** Share signage at your business and visitor communications, such as social media.
9. **'Limestone Coast Tourism Industry Network' Facebook Group.** Are you a member? If not search for it in Facebook, and come and join for updates on all tourism opportunities.
10. **Keep in touch with the VIC's** in the Region. Keep them updated on your experience, and other opportunities you can be involved in such as regional visitor collateral.
11. **Get involved with the Tourism Committees** in your part of the Limestone Coast
12. **Work with Tourism Industry Council South Australia (TICSA)** for tourism accreditation, awards, networking and training and development – they provide so many great opportunities for businesses!

## KEEP INFORMED AND INSPIRED

Follow '@limestonecoast' on Instagram [instagram.com/limestonecoast/](https://www.instagram.com/limestonecoast/)

Like 'Visit Limestone Coast' on Facebook [facebook.com/LimestoneCoast](https://www.facebook.com/LimestoneCoast)

## KEY SOCIAL MEDIA CHANNELS AND HASHTAGS

### INSTAGRAM

Mount Gambier + surrounds	<a href="https://www.instagram.com/discovermountgambier">@discovermountgambier</a>	<a href="https://www.instagram.com/discovermountgambier">#discovermountgambier</a>
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Coonawarra	<a href="https://www.instagram.com/coonawarra_wine">@coonawarra_wine</a>	<a href="https://www.instagram.com/coonawarra_wine">#coonawarrawine</a>
Kingston	<a href="https://www.instagram.com/kingstonse_local_starts_here">@kingstonse_local_starts_here</a>	<a href="https://www.instagram.com/kingstonse_local_starts_here">#mykingstonse</a>
Millicent Visitor Centre	<a href="https://www.instagram.com/visitmillicent">@visitmillicent</a>	<a href="https://www.instagram.com/visitmillicent">#visitmillicent</a>
Penola Visitor Centre	<a href="https://www.instagram.com/visitpenolacoonawarra">@visitpenolacoonawarra</a>	
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Kingston – South East	<a href="https://www.facebook.com/KingstonSE">@KingstonSE</a>
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# DESTINATION TOURISM MARKETING PLAN 2025



Progress Associations and Town Management Committees play a pivotal role in developing sustainable and vibrant communities. Below are some of the ways your committees can support the implementation of the Plan to help build a thriving visitor economy for the Region.

1. **Strategy:** Read through the Action List in the Plan and identify consistent activities between the region and your action plan.
2. ATDW: Ensure your free /public attractions and any tourism events your community runs have listings on the Australian Tourism Data Warehouse (ATDW) which will then show up on [www.limestonecoast.org.au](http://www.limestonecoast.org.au).
3. Make sure the **TripAdvisor and Google My Business Listings** for all of your fantastic free experiences are claimed, optimised, and someone is designated to respond to the reviews from visitors.
4. Story Ideas: Share your ideas for your part of the Limestone Coast via this Online Survey (<https://www.surveymonkey.com/r/LCStoryIdeas>) for potential inclusion in future blog articles on [www.limestonecoast.org.au](http://www.limestonecoast.org.au), on social media and other marketing activities.
5. **Amplify your stories on social media.** Build an engaged, passionate community around your experience. Remember it's about engaged communities, not number of likes or followers!
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  - > Try the **Stories feature** (only last 24 hours) on Instagram + Facebook. These are great for more casual, everyday happenings. Tag [@limestonecoast](https://www.instagram.com/limestonecoast) and you may be reshared!
6. **Ensure your website is optimised** for mobile visitors, use professional images, and publish stories (on a blog) that will inspire and help visitors to have the best experience whilst they are in your part of the region.
7. Speak to your local VIC about having Regional Guides and other brochures at key visitor touchpoints in your town (eg. Roadhouse, Delis etc)
8. Keep in touch with your Council to let them know of any projects that are required to improve the visitor experience in your town (such as Signage, Public Toilets, Parks, Parking, RV Campgrounds), and to be kept informed of any grants available.
9. Attend training and development courses to upskill in best practice tourism marketing
10. **Share good news stories with your local Council** to share in their communications with locals
11. Help the locals in your town understand the value of tourism by **sharing good new stories in your local communication to residents** (via Social Media, printed/digital newsletters)
12. **'Limestone Coast Tourism Industry Network' Facebook Group.** Are you a member? If not search for it in Facebook, and come and join for updates on all tourism opportunities

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# DESTINATION TOURISM MARKETING PLAN 2025



## CHECKLIST FOR LIMESTONE COAST RESIDENTS

Locals play such an important role in supporting the tourism industry. Your advocacy of the Limestone Coast is trusted by your friends and family, so why not share your love for our beautiful destination to help build a sustainable visitor economy for the families who call the Limestone Coast home.

Below are a few ways you can help support the Plan.

1. **Get out and about in your local town and share some photos** of the amazing things to do and see in the Region. While out and about, use #visitlimestonecoast and @limestonecoast on your Instagram posts so the Region can find and re-share your brilliant photos, and potential visitors can see all of our wonderful experiences by searching these hashtags.
2. Ensure any **tourism events** you run (or have a part in running) have listings on the **Australian Tourism Data Warehouse (ATDW)** which will then show up on [www.limestonecoast.org.au](http://www.limestonecoast.org.au)
3. **Share story ideas for your part of the Limestone Coast** via this Online Survey (<https://www.surveymonkey.com/r/LCStoryIdeas>) for potential inclusion in future blog articles, on social media and other marketing activities.
4. **Like to write stories?** Then touch base with Biddie Shearing from Limestone Coast Local Government Association ([tourism@lclga.sa.gov.au](mailto:tourism@lclga.sa.gov.au)) to potentially contribute to future blog articles
5. **Shop locally where you can** to support all of the wonderful local businesses in the Region
6. **Keep an ear to the ground for new news** about what's happening in the Region from a tourism perspective
7. **Invite your friends and family to visit your part of the Limestone Coast** (ideally overnight!) and show them what it's like to live like a local!
8. **Engage with new tourism related projects and plans when they are out for consultation**, and seek out a deeper understanding about what a thriving visitor economy means for you and your local community.

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Robe Visitor Centre	<a href="https://www.instagram.com/robevisitorcentre">@robevisitorcentre</a>	<a href="https://www.instagram.com/robevisitorcentre">#visitrobe</a>
Visit Tatiara	<a href="https://www.instagram.com/visittatiara">@visittatiara</a>	<a href="https://www.instagram.com/visittatiara">#visittatiara</a>

### FACEBOOK

Mount Gambier + surrounds	<a href="https://www.facebook.com/discovermountgambier">@discovermountgambier</a>
Beachport Visitor Centre	<a href="https://www.facebook.com/beachport">@beachport</a>
Coonawarra	<a href="https://www.facebook.com/coonawarra">@coonawarra</a>
Kingston – South East	<a href="https://www.facebook.com/KingstonSE">@KingstonSE</a>
Millicent Visitor Centre	<a href="https://www.facebook.com/MillicentVisitorInformation">@MillicentVisitorInformation</a>
Mount Gambier Visitor Centre	<a href="https://www.facebook.com/mountgambiervisitorcentre">@mountgambiervisitorcentre</a>
Naracoorte Lucindale	<a href="https://www.facebook.com/naracoorte_lucindale">@naracoorte_lucindale</a>
Padthaway Wine Region	<a href="https://www.facebook.com/padthawaywine">@padthawaywine</a>
Robe Tourism	<a href="https://www.facebook.com/robesouthaustralia">@robesouthaustralia</a>