



CHECKLIST FOR TOURISM OPERATORS



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Keeping your business 'in business' and growing the tourism industry is the priority of the Limestone Coast Destination Development Strategy. Below are a few ideas to help boost business for yourself and the wider Limestone Coast visitor economy.

Don't miss out on coverage from **SA Tourism Commission (SATC)** or leads from Visit Limestone Coast social channels. Ensure your business and events are listed on the **Australian Tourism Data Warehouse (ATDW)**.

Tell your business stories on the digital channels your high-yield visitors are using, including social media and your own website.

Amplify your stories on **social media**.

- **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 stories through a caption on the post, and use the hashtags:

[#visitlimestonecoast](#) and [#seesouthaustralia](#).

You can include up to 30 relevant hashtags (eg town/location/experiences) to help visitors find you and your business on social media. Follow and tag relevant accounts (see overleaf) in your comments for relevant posts.

Try the '**stories**' feature (it only lasts 24 hours) on **Instagram** and **Facebook**. These are great for more casual, everyday happenings. Tag @limestonecoast and you may be reshared.

Ensure **your website is effective**:

- It's optimised for mobile visitors
- It has a focus on the 'benefits' of your business (not just the features)
- It has professional up-to-date photos
- You offer online bookings to capture conversions.

Share your ideas via the [Limestone Coast Online Survey](#) (see URL below) for potential inclusion in future blog articles on [visitlimestonecoast.com.au](#), social media and other marketing activities.

The survey can be found at [www.surveymonkey.com/r/LCStoryIdeas](#)

Make sure **your TripAdvisor** and **Google My Business** listings are claimed, optimised, and you're responding to reviews from visitors every few days.

Keep refining and improving **your visitor experience** so visitors become keen promoters of your business and the region.

Join the '**Limestone Coast Tourism Industry Network' Facebook Group** for updates on local tourism opportunities.

Keep in touch with **Visitor Information Centres**, keep them updated about the experiences you offer, and enquire about other opportunities such as regional visitor collateral.

Get involved with the **Tourism Committees** and business associations in your part of the Limestone Coast.

Work with **Tourism Industry Council South Australia (TICSA)** for tourism accreditation, awards, networking and training and development – all of which provide outstanding opportunities for business.



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OCKERT LE ROUX

KEY SOCIAL MEDIA CHANNELS AND HASHTAGS

INSTAGRAM

Mount Gambier	@discover_mount_gambier	#discovermountgambier
Coonawarra	@coonawarra_wine	#coonawarra
Beachport	@beachportsa	#beachport
Penola	@visitpenolacoonawarra	#penola
Millicent	@millicentexplore	#visitmillicent
Kingston	@kingston_se_local_starts_here	#mykingstonse
Robe	@robesouthaustralia	#robesouthaustralia
Tatiara	@visittatiara	#tatiara

FACEBOOK

Mount Gambier	@discovermountgambier
Coonawarra	@coonawarra
Beachport	@gottalovebeachport
Penola	@PenolaCoonawarraSA
Millicent	@MillicentExplore
Kingston	@kingstonseconnect
Robe	@robesouthaustralia
Port MacDonnell	@portmacdonnellcommunitycomplex
Naracoorte	@NLBTA

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