



## **CAMPAIGN LAUNCH:**

### **South Australia Invites You To Taste Down South With Your Mouth, a new domestic travel initiative**

The South Australian domestic travel campaign Taste Down South has been announced today in response to the state treasury's 2021 state tourism budget. The \$5 billion stimulus package will leverage unused international marketing funding saved by not promoting South Australia abroad. Instead, the funds will be repurposed into domestic campaigns, stimulating private sector investment in new and improved regional accommodation and the development of quality tourism products and experiences.

Research conducted across 15 of Australia's key tourism markets - by BDA Marketing for Tourism Australia - shows that 'great food, wine, and local cuisine' is now the second major factor in holiday decision making (at 38%). More so than world-class beauty and natural environments (ranked 3rd at 37%). Overall, Australia is ranked number one destination for food and wine for people who have visited from China, the USA, France, India, Indonesia, Malaysia the UK and South Korea.

In response to a year of adversity and commercial hardship, the Taste Down South campaign positions South Australia as a destination for fellow Australians with untapped potential. It aims to change the perception of those yet to experience Down South by promoting the unique strengths in South Australia's culinary and hospitality industry. The campaign aims to boost domestic awareness and state economy by the third quarter of 2021 through increased tourism dollars and greater opportunities for local jobs.

While we can't travel abroad, South Australia is a mesh of exciting, multicultural cuisine with industry personnel from all over the world calling it home. Our diverse pocket of Australia is home to world-class chefs, industry-leading winemakers, and producers of the most sought after organic delights. Its comfortable climate allows visitors to enjoy the finest flavours with a backdrop of spectacular natural landscapes and stunning cities.



Working with leading identities across the food, wine and tourism industries, Taste Down South has developed a tourism blueprint around South Australia's underappreciated culinary scene. The campaign looks to close the gap between perceptions of what South Australia has to offer and the reality of our exciting, world-class food and wine offerings.

Taste Down South representative, Clarke Reid, says "Down south is an unexplored goldmine of tastes and delights. It mightn't have the glitz and glamour of some east-coast states, but there's a lot buzzing under the hood down here. Australia has ranked second in the world for its food and wine experiences. That's after cultural giant France and even a step ahead of Italy. SA is home to the finest dining in the country and we are one of the great wine capitals of the world. If Australia is second in the world for food and wine, and South Aus has the finest dining in Australia, we reckon it's about time you Taste Down South"

Educating fellow Australians on the richness of South Australia's hospitality and cuisine industry will remain a priority. Closing the perception gap in those yet to go Down South presents a significant opportunity for state tourism and economic growth.

Its our largest natural provedore, serving up the finest food and wine in remarkable locations every day. And yet, it's still Australia's best-kept secret...

The campaign is set to roll out over six months across traditional media, out of home advertising, digital and social media channels and is supported by ongoing content and PR activity.

It's time to Taste Down South With Your Mouth.

**END.**