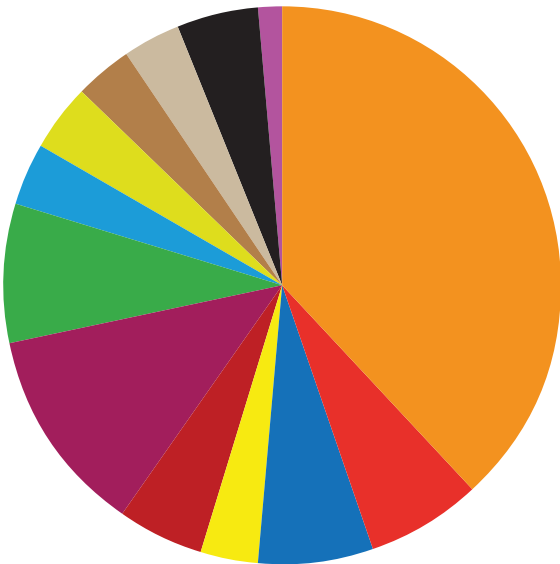
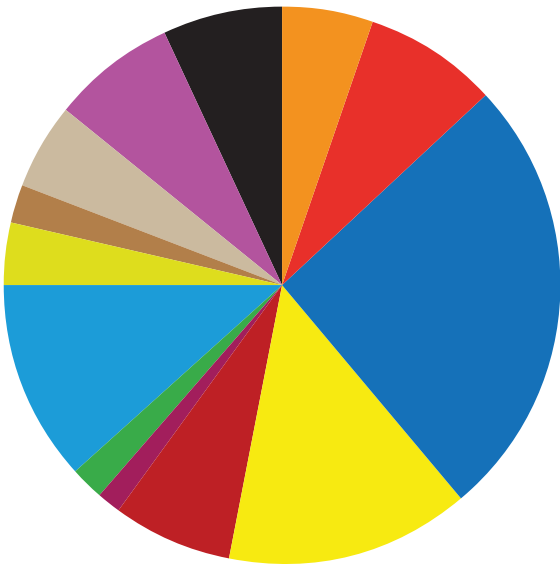


Membership



Members by Region	#	%
Adelaide	430	38.2
Adelaide Hills	74	6.6
Barossa	75	6.7
Clare Valley	39	3.5
Eyre Peninsula	56	5.0
Fleurieu Peninsula	136	12.0
Flinders Ranges & Outback	88	7.8
Kangaroo Island	41	3.6
Limestone Coast	46	4.1
Murray River, Lakes & Coorong	35	3.1
Riverland	39	3.5
Yorke Peninsula	53	4.7
Interstate & National	14	1.2



Members by Sector	#	%
Local Govt & Industry Assoc.	61	5.4
Attractions	89	7.9
Accommodation	289	25.6
Caravan Parks	160	14.2
Cellar Doors	77	6.9
Events/Conventions	16	1.4
Restaurants/Cafes	24	2.1
Transport & Tour Operators	129	11.4
Visitor information Centres	41	3.6
Campsite/Outdoor Activity Providers	26	2.4
Students & Young Professionals	56	5.0
Retail & Suppliers	82	7.3
Other	76	6.8

Our Vision

A strong and valued voice for South Australia’s tourism industry.

Our Purpose

Building capabilities, advocating for, and bringing together South Australia’s diverse tourism industry to enable a sustainable and growing visitor economy.

Message from the Chair

2022-23 was a big year for the South Australian tourism industry, and for Ticsa. In the past year, South Australian visitor expenditure has reached new heights, broke records, and exceeded pre-COVID-19 levels. In the 12 months to June 2023, visitor expenditure hit \$9.9 billion, and June 2023 marked the highest visitor spend month ever recorded. Along with this, we saw new challenges emerge for the industry, in part due to a constantly changing economic environment. As your peak tourism body, Ticsa remains committed to supporting the industry through these challenges and into the future.

Ticsa had a highly productive year, with our small yet dedicated team accomplishing several significant milestones. We released our new Strategic Plan, which will guide our work over the next three years. The plan outlines a new Vision and Purpose for Ticsa: to be a strong and valued voice for South Australia’s tourism industry, whose purpose is to build capabilities, advocate for, and bring together South Australia’s diverse tourism industry to enable a sustainable and growing visitor economy.

Our Business Capability Program saw the delivery of 37 workshops, 51 business coaching sessions, 14 'In Conversation' webinars, and our three major annual events – the SA Tourism Awards Gala Dinner, our Visitor Economy Policy Breakfast and the South Australian Tourism Conference.

We saw success in the 2022 Qantas Australian Tourism Awards, with a South Australian operator taking out the coveted ‘Major Tourist Attraction’ category at the national level for the first time. Congratulations to the Adelaide Zoo on this achievement, and our further six medallists. Steps towards the formation of an independent body for Aboriginal-owned tourism businesses were also taken. The South Australian Aboriginal Tourism Operators Council (SAATOC) came together to lay strong foundations for what will become the peak, authoritative representative for Aboriginal tourism in South Australia. The establishment of SAATOC will mark a significant new chapter for tourism in our state. I share this message as one of my final official communications as Ticsa’s Chair. During my nine years on the Board, including six years in the role of Chair, I have seen Ticsa’s membership grow from 640 to a thriving community of over 1,100 operators across the state. Thank you to Shaun, the Ticsa team and community, and the entire industry for their support throughout my tenure.



Eoin (Owen) Loftus
Chair
Tourism Industry Council South Australia

Ticsa in Action

- 1,126 Members
- 542 Accredited members
- 120 Star Rated members
- 403 ReviewPro accounts
- 37 workshops
- 708 workshop attendees
- 320 Conference attendees
- 7 Leadership Luncheons
- 2 Visitor Economy Coalition meetings
- 211 2030 & Beyond breakfast attendees
- 14 In Conversation series
- 659 In Conversation attendees
- 123 media appearances
- 5,504 eNews subscribers
- 68 professional service partners
- \$300,267 value of professional service partners
- 153 Tourism Award nominees
- 723 Gala Dinner attendees
- Website 70,638 sessions | 52,578 users
- Social Media
 - Facebook 7,267 followers
 - Instagram 2,753 followers
 - LinkedIn 4,833 followers

Ticsa Board



Eoin Loftus
(Chair)
Director, Loftus Business Advisory



Penny Gale
(Vice Chair)
Self-employed



Siggi Frede
(Treasurer)
Managing Director, Effektiver



Traci Ayris
Director,
Vislex Media



Craig Costello
Owner,
Costello Hotels



Justyna Jochym
Chief Executive Officer,
Festival City Adelaide



Caroline Phillips
Mayor, District Council of
Karoonda East Murray



Felicity Brown
Chief Pilot, Chinta Air



Lauren de Cesare
Director,
Pineapple Media

Transactions involving related parties including Board Members, as disclosed in the financial statements, are conducted on normal commercial terms and conditions no more favourable than those available to other parties.

Quality Tourism Framework

The Quality Tourism Framework (QTF) is a business pathway to support the continuous growth and development of Australian tourism businesses.

The framework is delivered by TiCSA in SA, and includes Quality Tourism Accreditation, Star Ratings and additional niche modules.

Accreditation includes a complimentary ReviewPro account which collates all online reviews from 175 websites into a streamlined dashboard.



536 Quality Tourism Accredited Businesses



120 Star Rated properties



403 ReviewPro accounts



Business Capabilities Program

TiCSA's Business Capabilities Program includes workshops and one-on-one business coaching in four key areas. The program is designed to develop the skills and capabilities of the tourism industry with short, practical, and relevant sessions.



37 workshops



708 attendees



51 one-on-one coaching sessions



2022 South Australian Tourism Awards

The South Australian Tourism Awards celebrate and acknowledge tourism businesses that have demonstrated outstanding achievements and success throughout the year.

32 winners and 2 Hall of Fame inductees were recognised at the 2022 South Australian Tourism Awards Gala Dinner on Thursday 3 November at the Adelaide Convention Centre.



153 nominations | 111 entrants



723 guests | 32 winners | 2 Hall Of Fame



Advocacy and Industry Representation

As the state's peak tourism body, TiCSA remains committed to advocating to Government on behalf of our members and the broader industry to help businesses remain resilient and thrive.



7 Leadership Luncheons



2 Visitor Economy Coalition meetings



Ongoing correspondence with Members of Parliament



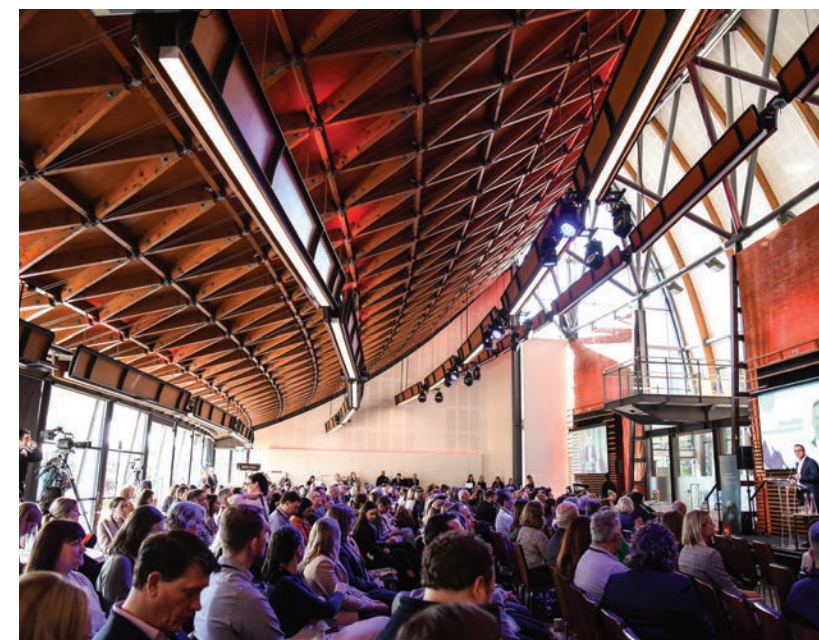
41 media appearances related to advocacy

Tourism Summit: 2030 and Beyond

The Tourism Summit: 2030 and Beyond breakfast event on 1 February 2023 encouraged robust conversation on developments and emerging opportunities within tourism as we look to 2030 and beyond.



211 attendees



2023 South Australian Tourism Conference: Tourism for good

The annual South Australian Tourism Conference took place on Tuesday 30 May at the National Wine Centre. This year's event explored the theme of "Tourism for good", delving into tourism's sustainable future and the visitor economy's role as a driver for positive change.



320 attendees



30 speakers



9 workshop sessions



2023 SA Top Tourism Town Awards

The South Australian Top Tourism Town Awards celebrate SA towns that work collectively to offer great experiences and drive visitation to their region.

The 2023 SA Top Tourism Town winners were announced at the South Australian Tourism Conference on May 30.

- Top Tourism Town: Victor Harbor
- Small Tourism Town: Coober Pedy
- Tiny Tourism Town: Port Broughton
- People's Choice: Victor Harbor



7 entrants



3,927 consumer votes

Partnerships

TiCSA is proud to have valuable partnerships with leading groups that are passionate about the tourism industry and business development. Our partnership model provides tailored platforms for organisations to raise their profile, make connections, and support our community. In the 2022/23 financial year TiCSA partnerships with 68 organisations were valued at \$300,267.

In Conversation series

TiCSA's In Conversation series bring together industry experts and leaders for discussions on relevant topics to keep members engaged, updated and informed.



14 In Conversation sessions



659 attendees

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