



Welcome & Thank you!

A reminder that this session is being recorded for those who were unable to attend today.



Congratulations on another successful Tourism Season!



What a Year!

01

Successful attendance & response from the Adelaide Caravan & Camping Show

02

Record number of visitors at Kati Thanda – Lake Eyre

03

Implementation of the Inaugural Pilot Zone for Destination Management Zones with SA

04

2 successful projects granted through SATC Regional Event Fund

05

6 successful projects granted through SATC Drought Regional Event Fund

06

Lonely Planet Announcement – Top 25 Places to visit in the World in 2026

07

Successful attendance & response from the Adelaide 4WD & Adventure Show

08

SA Tourism Awards – 5 Categories, 3 Gold & 2 Silver Awards

09

Multiple visits from the Tourism Minister – Hon. Zoe Bettison

10

Any other achievements (big or small) that may not be recognised above

11

Ongoing resilience & adaptability of operators through drought and floodwaters



Understanding Tourism in the Flinders Ranges & Outback

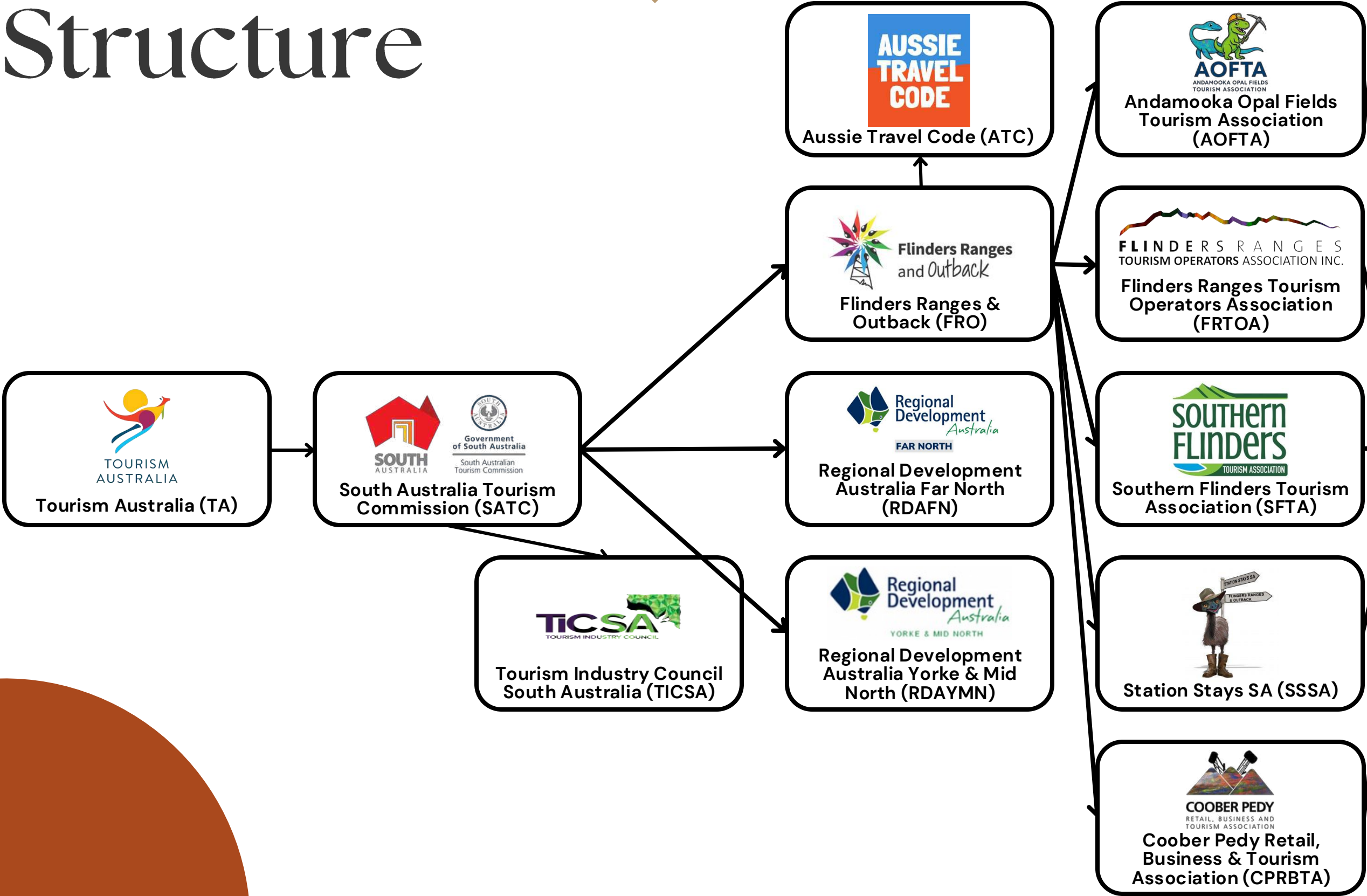
- A tourism operator can be both **direct or indirect**.
- Flinders Ranges & Outback is **1 of 12 Tourism Marketing Regions** within South Australia
- There are **5 sub-associations** that sit within Flinders Ranges & Outback Tourism Region
- There is **1 Regional Tourism Organisation** within Flinders Ranges & Outback
- **The Regional Tourism Organisation is the connection between Operators & Government Bodies**, such as South Australia Tourism Commission & Tourism Australia, etc.



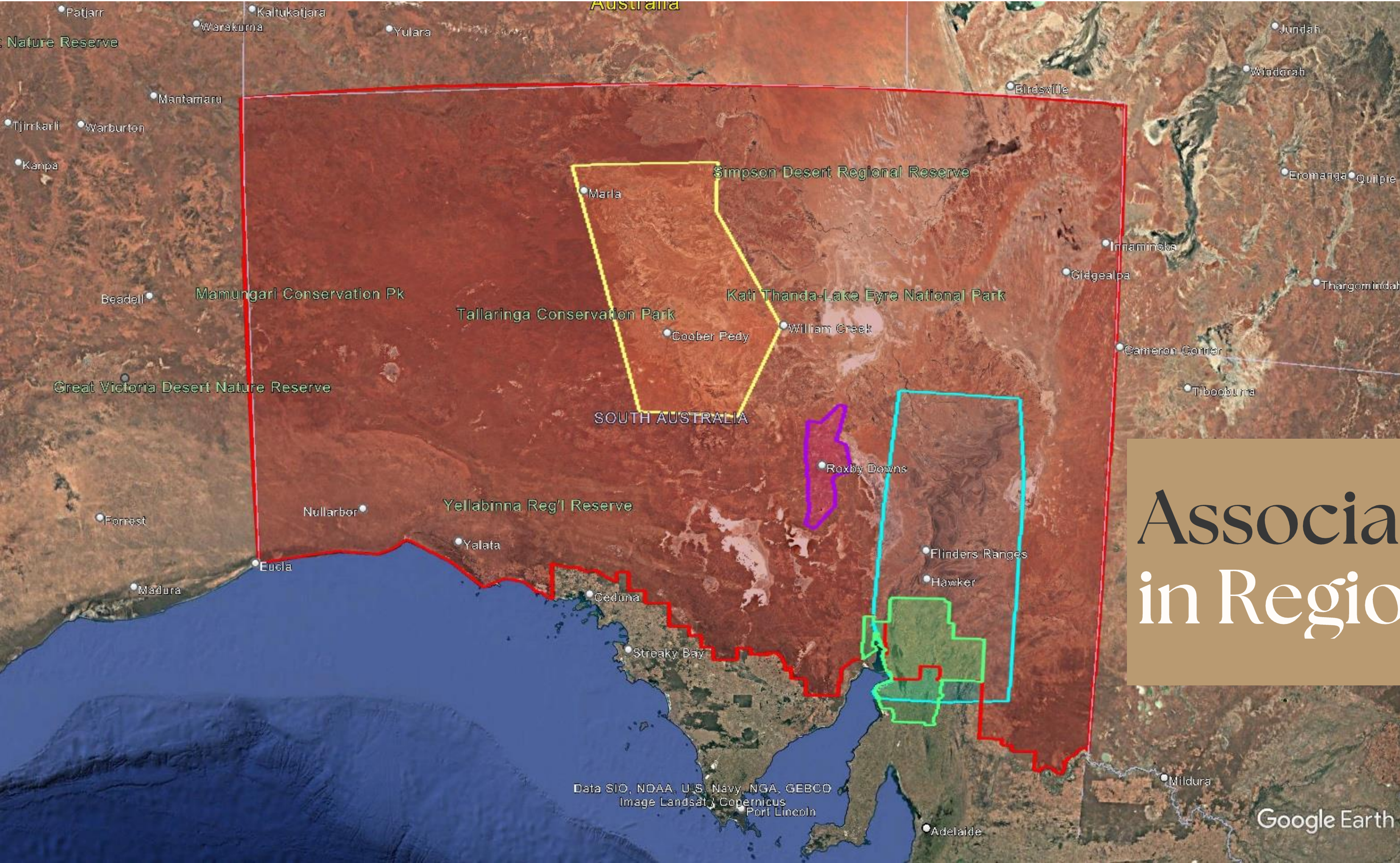
Association	Acronym
Coober Pedy Retail, Business & Tourism Association	CPRBTA
Andamooka Opal Fields Tourism Association	AOFTA
Station Stays SA	SSSA
Flinders Ranges Tourism Operators Association	FRTOA
Southern Flinders Tourism Association	SFTA

5 Regional
Sub-Associations:
Who are
they?

Tourism Structure Pyramid



PRIVATE OPERATORS



Associations in Region





Why be a Member?



What are the benefits?

- Inclusion in Industry Databases, Newsletters, etc
- Discounted rates to attend Industry related workshops, forums, etc
- Industry Support and Advocacy
- Representation at Intrastate Industry Trade Shows & Exhibitions
- Direct opportunities for collaboration, connection, and more

Who is FRO?

- Regional Tourism Organisation for Flinders Ranges & Outback
- ◆ Volunteer run
- Approx. 18 Board Members consisting of representatives from Regional Development Australia Far North (RDAFN), South Australia Tourism Commission (SATC), the 5 Regional Tourism Sub-Associations, Local Councils, Visitor Information Centre's, Department of Environment & Water (DEW), etc.
- ◆ Industry advocate and in collaboration with key stakeholders commit to representing, marketing and showcasing the Flinders and Outback region

Vision: *To protect the heritage, historic and environmental values of the Flinders Ranges & Outback region and to advocate for economic value that the visitor economy brings to the region and to the state of South Australia*





FRO

Major Projects

including, but not limited to:

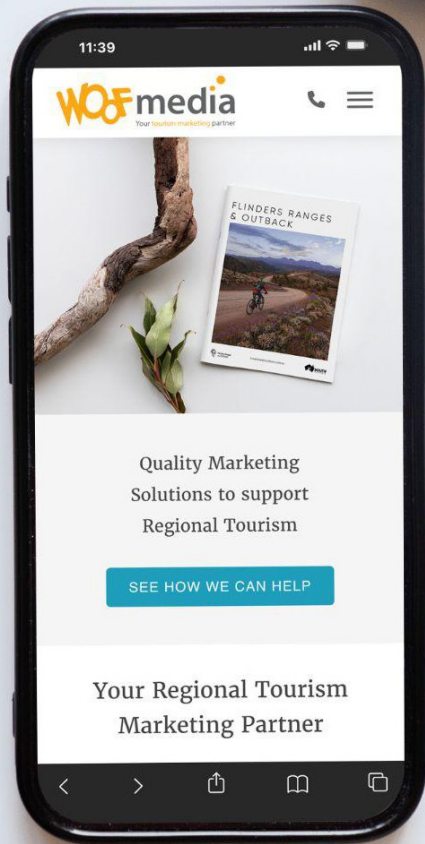
- Aussie Travel Code
- ◆ Flinders Ranges & Outback Destination Website
- Promotional Industry Trade Show
- ◆ Advocacy
- Flinders Ranges & Outback Visitor Guide



Flinders Ranges & Outback 2026 Destination Marketing

Unlock **powerful marketing opportunities**
for your business by joining the official
2026 destination marketing program.

Approved and endorsed by the Flinders Ranges &
Outback Tourism Marketing Committee.



2026 is a Year of Opportunity

Flinders Ranges & Outback is in a unique position as we look ahead to 2026.

Recently named fourth in Lonely Planet's *Top 25 Must-Visit Destinations for 2026*, the only Australian place to make the list.

- Widespread media through 2025 with Kati Thanda-Lake Eyre/flood events.
- Official visitor guide that's as popular as ever with our ideal consumers.
- A large, targeted digital audience built from campaigns in 2024 and 2025.

Building on this foundation is key to staying top of mind for our ideal visitors.

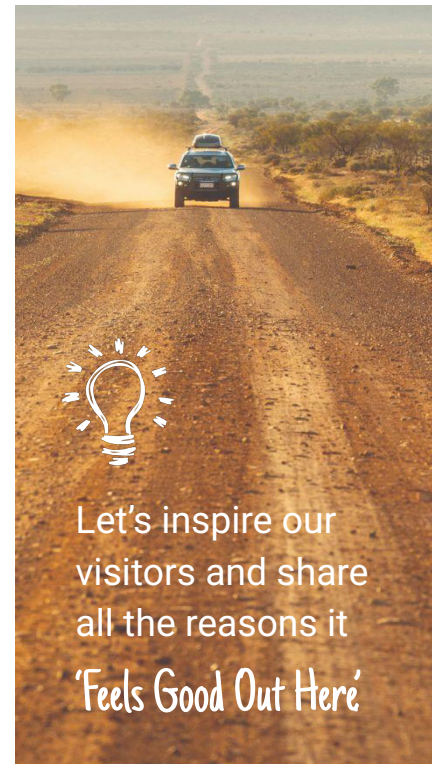
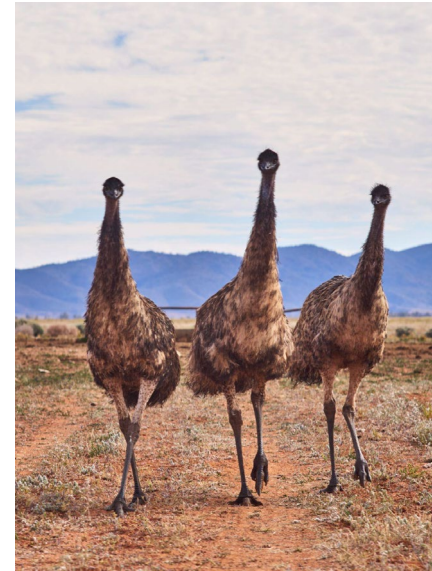
We acknowledge the very real challenges in regional tourism and accept that change is our constant companion - whether it's governance, climate, economy or the many other factors that impact our region.

We can always find a reason to '*wait and see*'. Except waiting and seeing often means missing out on growth and opportunity.

That's not how we roll. We're a community of doers. Of action-takers.

We're self-reliant and self-sufficient.

That's why we invite you to partner with the Flinders Ranges & Outback as we deliver an exciting Destination Marketing Program for 2026.



Opportunities for Every Business





Marketing packages are simplified for 2026 to maximise your exposure across both print and digital channels.

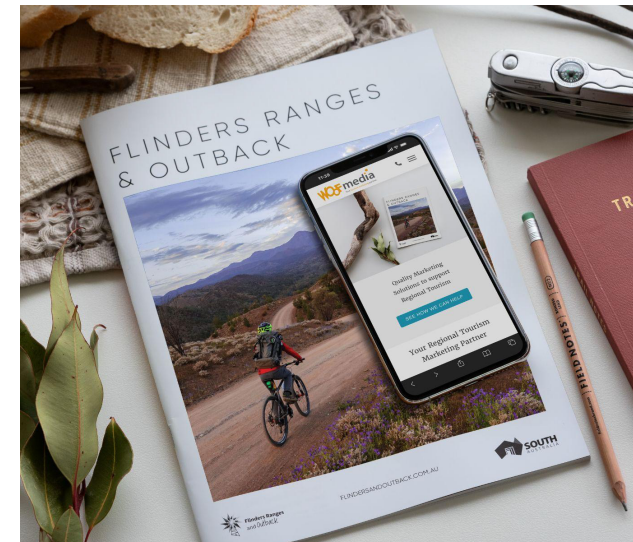
All advertisers benefit from a coordinated Print + Digital combination.

Familiar visitor guide print options.

PLUS a new full page editorial option - stories sell!

Five-month digital campaign to engage and inspire visitors.

	2023	2024
 Website Visitors	60,000+	108,000+ 48,000+ increase YoY
 Page Views	160,000+	250,000+ 90,000+ increase YoY
 Leads to Businesses	5,700+	10,700+ 5,000+ increase YoY
 Social Audience		Facebook 14,000+ Instagram 14,400+



Visitor guide

50,000+ copies
distributed in 2025

“

The 2024 co-op campaign was great for us. We've been blown away by the **500+ direct leads** that came our way during the campaign.”

~ Pichi Richi Park



Bookings open

Wednesday 26th November.

Contact the friendly team at
WOOF Media for more information.

WOOFmedia

P: 1300 006 993

E: sales@woofmedia.com.au.

Any Questions?



W : www.flindersandoutback.com.au

E : secretary@flindersandoutback.com.au



W: woofmedia.com.au

E: sales@woofmedia.com.au