

RDAs: Yorke & Mid North, Barossa Gawler Light Adelaide Plains & Far North
VIS role includes: Funding & auspicing Regional Tourism staff; contribute to regional website & social media communication

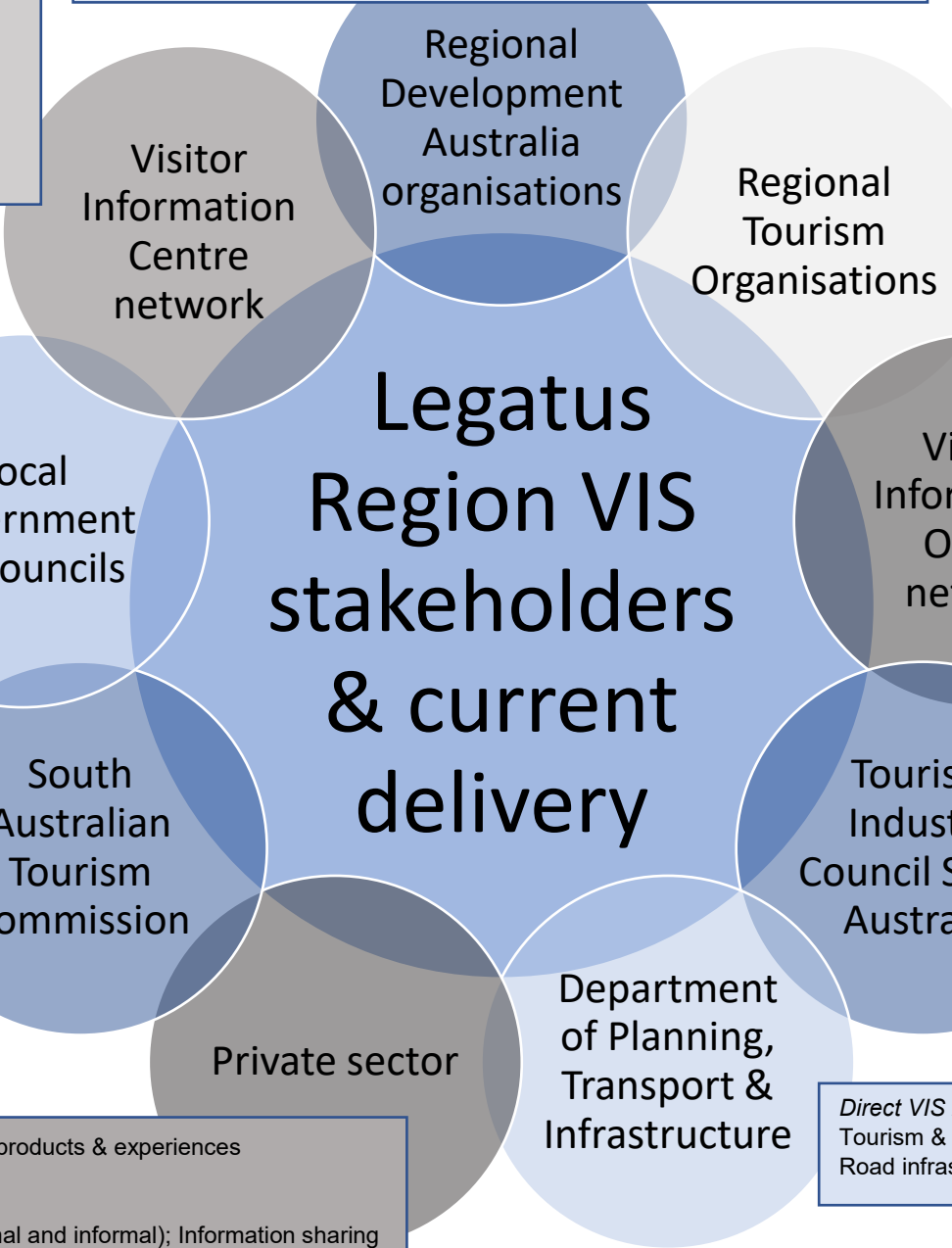
9 VICs, 26 staff, 90 volunteers providing 9300 hours p.a.
Direct VIS role includes:
Face to face delivery
Contribute to regional website & social media
VIO support

Tourism regions: Yorke Peninsula, Flinders Ranges & Outback, Barossa, Clare Valley
Direct VIS role includes:
- Contributes to regional website & social media
- Regional destination marketing (limited)
- Industry and VIS provider networking & support

Direct VIS role includes:
Funding VICs – estimated at \$2.5m p.a.
Funding to RTOs (Barossa & Yorke Peninsula only)
Funding to RDAs
Tourism & visitor signage
VIO delivery & support

Direct VIS role includes:
Funding to RTOs
Storage & distribution regional visitor guides
Roadtrips touring routes – signage & collateral
Regional & state destination marketing

Tourism operators – delivery of products & experiences
Funding RTO (Barossa)
Direct VIS role includes:
VIC & VIO service delivery (formal and informal); Information sharing



30 VIOs
Operated by local government, private sector, progress & community organisations
Predominantly volunteer run

Direct VIS role includes:
SA VIC Network support (Sub-Committee of TiCSA)
Accreditation, networking, training, advocacy

Direct VIS role includes:
Tourism & visitor signage
Road infrastructure

Legatus Group - Tourism Visitor Information Services project

Project recommendation – a new VIS model - regional, visitor-centric and blended

Regional: Focus on tourism regions rather than local government boundaries; regional VIS planning & delivery; sharing of costs & resources

Visitor-centric: VIS in each region are responsive to visitor needs, providing the information people want, when and how they want it

Blended: Face-to-face services (VICs, VIOs, pop-up, mobile, roving ambassadors) integrate technology and operate alongside digital delivery of up-to-date, accurate and user-friendly information that is available to people before their visit, while they are visiting and following their visit.

Legatus role – advocacy & facilitation

Actions - Developing the Tourism Region VIS model - working regionally:

- Raise awareness and build consensus among member Councils to support a shift in approach to a tourism-regional rather than a council-specific perspective with regard to VIS delivery.
- Facilitate and auspice the appointment of a Project Officer to develop the Tourism Region VIS model for the Legatus region.
- Work with member Councils and regional partners to maximise synergies with related, complementary project delivery.
- Advocate to relevant governments for urgent and ongoing funding for identified VIS priorities.
- Facilitate the development of a sustainable regional tourism resourcing model.

Actions - Developing the Tourism Region VIS model: delivering visitor-centric, blended services:

- Facilitate the development of a framework for the sharing of resources across the tourism regions within the Legatus region.
- Facilitate the development of a staff and volunteer VIS training and development program across the tourism regions within the Legatus region.
- Develop a tourism region volunteer attraction and retention program.
- Facilitate the development of a VIS data capture and sharing framework for use across the tourism regions within the Legatus region.

VIS providers and partners in individual tourism regions

Actions - Developing the Tourism Region VIS model - working regionally:

- Develop an individual tourism region VIS framework.
- Conduct awareness-raising campaigns regarding the economic and social importance of VIS to regional communities.

Actions - Developing the Tourism Region VIS model: delivering visitor-centric, blended services:

- Review current individual VIC visitor experience delivery against best practice and implement changes that improve the visitor experience, increase visitor length of stay and spend, and increase return visitation.

