



ACTA REVEALS NEW NAME, LOGO AND STRATEGY TO SELL SOUTH AUSTRALIA

ACTA, South Australia's peak body for business events and incentive travel has TODAY, unveiled a fresh strategic direction.

ACTA (Adelaide Convention Tourism Authority) becomes the ADELAIDE CONVENTION BUREAU with the name change now bringing Adelaide into line with other Australian and global peak bodies also operating as 'Convention Bureau'. This will assist with gaining recognition and trust from potential clients, and also when collaborating with Australian peers to promote Australia.

In addition to a new name, and after extensive research and consultation, a new logo based around a 'bright spark' atom has been unveiled. It features a central hub that, whilst emitting bright sparks symbolising innovation, teamwork, knowledge, inspiration and collaboration, remains connected to a series of smaller atomic hubs representing the city's ties to our regional centres, our profile as a thinking city, a city of convenience and our cultural and experiential offerings. The full story behind the Adelaide Convention Bureau brand is in the brand brochure (enclosed)

Damien Kitto, CEO Adelaide Convention Bureau said 'this is an exciting time for us – we're thrilled with our logo – it was a collaborative process with an extraordinary amount of research and thought put into the process – what we have now not only looks appealing, it carries a story that is relative to all that we stand for.'

Also released today is a new strategic direction that reveals how Adelaide as a convention, business meetings and incentive travel destination will be positioned to the conventions and incentive travel buyers (associations and businesses) both interstate and abroad..

"We've focused on 5 key attributes as the cornerstone of our strategy to attract business events and incentive travel business to South Australia" said Mr Kitto. "The messages are; Team Adelaide which is the campaign name given to the collaborative approach we take to attract the business– alongside our partners including the Adelaide Airport and the Convention Centre, The 20 Minute City, The Thinking City, World's Best Wine and The Australian Experience". These attributes are explained in further detail within the Destinal Supplement brochure (enclosed).

The economic benefit to South Australia resultant from the success of the Adelaide Convention Bureau in bringing business events and incentive tourists to the state is in excess of \$100m annually. There are also less tangible yet vital long term benefits in the sharing of knowledge - exposing the innovation, research and expertise within a genre in this state to conference delegates from across the globe – and in turn, exposing our delegates to their expertise and experience.

The Adelaide Convention Bureau aims to focus in particular on the business and associations sector within the Asian market in the immediate future

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