



exceptional!

Adelaide, Australia an inspiring and innovative destination,
which brings people together to share in the *exceptional!*



Welcome to Adelaide, Australia a convention city that ticks all the boxes, and delivers truly 'Australian' incentive and touring experiences.

With world-class facilities, easy access, a commitment to sustainability, value for money, safe surrounds and superb climate, its easy to see why Adelaide has been rated the 3rd best destination in the world (and the 1st in Australia) for business travel (The Economist, July 2009).

Adelaide is famous for its ability to deliver grand conventions and events with a personal touch. Unlike other cities where big events tend to get lost, in Adelaide they shine, taking over the city streets with guests strolling between the convention venue, luxury hotels, restaurants, cafes, shopping strips and cultural attractions.

Adelaide is also perfectly placed for those seeking that authentic 'Australian' experience. On the city's doorstep guests can enjoy world famous wine regions such as the Barossa Valley, the breathtaking outback landscape of the Flinders Ranges, and the unspoilt wilderness of Kangaroo Island to name a few.

Here are **5** exceptional reasons to
select Adelaide for your next event.

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1 **Team Adelaide** ...taking you the extra mile!

Not only does Adelaide, South Australia exude attractiveness, convenience, accessibility, sustainability and affordability ... its key business events operators are taking team work to the next level.

Industry partners are committed to a 'Team Adelaide' approach to securing major conventions and events. From client site inspections, to familiarisations, bid presentations and event marketing support, Team Adelaide aims to demonstrate a complete and unified solution to our clients, with each element presented in a collaborative fashion.

The state recognises the benefits from hosting major events, and as such industry partners and competing operators alike have decided to put the destination first, combining resources and offering complete flexibility wherever possible.



2 The 20 Minute City ...everything made easy

Adelaide is known as the '20 Minute City', and for good reason. Where else in the world can you arrive at the airport, take a 15 minute taxi ride to a five star hotel, be adjacent to an internationally acclaimed convention centre and just 20 minutes from beautiful beaches and stunning wineries.

Adelaide International Airport was recently voted 'Australia's Best Capital City Airport' (2009 Australian Aviation Awards). Adelaide welcomes direct international flights with Malaysia Airlines, Singapore

Airlines, Qantas, Cathay Pacific, Air New Zealand and Tiger Airways. Add to this, fast and affordable direct national connections with all major domestic carriers.

Adelaide offers over 4,500 international standard hotel rooms within 5 minutes walk of the CBD and major convention venues, and, with a free city tram service, delegates can commute or walk from venue to venue free of transport costs.

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3 World's Best Wine

...fabulous festivals, amazing events

Famous for its wine, South Australia produces the majority of Australia's wine exports. Renowned wine regions such as the Barossa Valley are just a stone's throw from Adelaide and home to major brands such as Penfolds, Jacobs Creek and Wolf Blass.

Delegates can learn about South Australian wine within the CBD at the National Wine Centre of Australia, whilst in the Adelaide foothills at Penfolds Magill Estate visitors can drop in for a tasting and wine tour. The latter including an insight into one of the world's most celebrated wines, Penfolds Grange. Adelaide also has the cuisine to match, and was recently described by the New York Times as the 'Culinary Hub of Australia.'

Adelaide is a cultural centre and home to vibrant arts and music festivals such as 'the Adelaide Fringe, Adelaide Festival of Arts, 'WOMADelaide' Live Music Festival and the Adelaide Cabaret Festival.

For sports enthusiasts the 'Tour Down Under' is the first event of the professional cycling calendar, which, each year, welcomes $\frac{3}{4}$ million visitors and superstars such as Lance Armstrong. Add to this the Clipsal 500 V8 Supercars, Test Cricket, and the International Rugby Sevens, and you have a major events calendar to rival any major city.



4 Thinking City

...global leaders engaged for your event

Team Adelaide recognises that your convention needs more than our fabulous destination and infrastructure to ensure success. We are committed to providing expert support in your subject field.

Through the 'Conventions Adelaide' initiative the Adelaide Convention Bureau will strategically engage industry leaders to assist with the successful delivery of your conference program. A goal is also to ensure your event creates long lasting professional and social legacies.

Our 'Conventions Adelaide' Ambassador group includes world renowned specialists from the fields of healthcare, mining, defence, water conservation, aquaculture, renewable energy, biosciences, technology and higher education.

Examples of major international conventions secured through the program include;

- International Surgical Week 2009
- Asia Pacific Airline Route Development Forum 2010
- Asia Pacific Conference on Sustainable Energy and Environmental Technology 2011
- International Congress of Woman Engineers and Scientists 2011
- World Congress of the Association of Enterostomal Therapists 2012
- World Aquaculture Congress 2014



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5 The Australian Experience ...begins in Adelaide

Adelaide is the gateway to unique and genuinely 'Australian' touring and incentive experiences.

It goes without saying that fabulous hands-on experiences can be enjoyed in South Australia's beautiful wine regions, all just a short drive from the city. Also on the city's doorstep groups have endless options to begin a truly Australian outback adventure - whether travelling by 4WD, horseback or luxury train, guests may experience a journey like no other across ancient landscapes, colourful by day and starlit by night.

For unique and accessible wildlife the beautifully preserved Kangaroo Island plays host to platypuses, sea lions and all manner of Fauna, whilst Port Lincoln is home to the Great White Shark and the Southern Blue Fin Tuna.

Through its 'Incentives Adelaide' program, the Adelaide Convention Bureau would be delighted to call upon experienced and innovative operators to devise highly personalised and impactful experiences for the more discerning incentive groups!



A Helping Hand

...from the Adelaide Convention Bureau

The Adelaide Convention Bureau is the peak independent body for business events in Adelaide, South Australia. Our membership – approximately 200 business and service providers – share a common interest in conventions, exhibitions, incentive tourism and much more.

Our role is to provide assistance and guidance to convention and event organisers through every stage of planning, free of charge. The result is a smooth running, successful and memorable event.

Our support includes but is not limited to:

- Event bid preparation and presentations, including the engagement of leading specialists in your field
- Sourcing of the best venues, accommodation and operators
- Hosting and coordination of site inspections
- Advice on marketing and sponsorship
- Delegate boosting support
- Advice on event budgets
- Solutions for pre/post touring and incentive groups
- Advice with regard to travel arrangements, customs etc

Visit our website www.adelaideconvention.com.au for further details



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Adelaide, Australia ... a pioneer in renewable energy and sustainable practices.

As world leaders in climate change policy and the development and support of renewable energy, Adelaide and its key operators would be delighted to apply innovative and credible sustainable initiatives for your next event.