



ICONIC CRICKET VENUE SPEARHEADS SOUTH AUSTRALIA'S PITCH TO INDIA

The opportunity to visit one of the world's most iconic cricket venues – the Adelaide Oval is being used to target the Indian Corporate and Incentive travel market by the Adelaide Convention Bureau.

During the recent annual Dreamtime famil organised as a joint venture between the state business tourism bodies and Business Events Australia, the Indian delegation was absolutely thrilled and somewhat in awe as they visited the newly \$535m upgraded Adelaide Oval to witness a test cricket match between Australia and England.

The visit also included the chance to see inside the historic scoreboard – the last of its kind in the world, and were treated to a tour of the grounds including the Bradman museum collection before settling in for lunch in their own private suite overlooking the cricket action.



“This part of the famil was certainly a highlight” said Damien Kitto, CEO Adelaide Convention Bureau. “In 2015 the ICC Cricket World Cup comes to Australia with one of the great rivalries, India v Pakistan playing in Adelaide March 4. This is a perfect opportunity for the Indian Corporate and Incentive market to include a world class cricket experience as part of an incentive trip to Adelaide and is what we are focussing on with our drive into this market”.

Whilst South East Asia and China in particular are being courted heavily by Australian states and territories, South Australia has an ‘only in Adelaide’ experience to offer India at Adelaide Oval with its iconic link to Sir Donald Bradman and the sport that dominates that country.



The Dreamtime delegation also spent time on one of the world's most unspoiled destinations, Kangaroo Island where they experienced the island's magnificent white sand beaches – which included a game of beach cricket - quad biking and off land, had the chance to interact with the island's famous sea-lions and dolphins.

Back on the mainland, the group headed to Australia's most famous wine region the Barossa Valley where the abundance of fresh food and produce was experienced at the local farmers market and at home of one of Australia's most beloved celebrity chef's Maggie Beer. Here, Maggie's daughter Saskia, in an interactive demonstration, used the ingredients sourced from the market earlier to prepare a sumptuous luncheon for the guests.

The Barossa experience was capped off by a visit to Seppeltsfield winery where after wandering among the magnificent grounds, the guests then proceeded into the estate to hear more about Seppeltsfield's unique offering, including being the only winery in the world to release a 100 year old single vintage wine each year.



To finish as a special treat, guests were escorted to a private barrel loft where they had the unique opportunity to locate and taste a vintage Tawny from the year of their birth!

The trip was perfectly summed up in the following testimonial

We enjoyed each and every moment spent here... it is a fantastic destination for people who have not explored Australia... People who have only seen Sydney and Gold Coast I think it is high time that they come to Adelaide because it is a fantastic destination.

About Adelaide, South Australia

- The City of Adelaide is enjoying an unprecedented infrastructure investment across the city
- The \$3b CBD Riverbank development includes a new entertainment and dining precinct as well as a footbridge over the River Torrens connecting the Riverbank Promenade with the Adelaide Oval
- \$535m Adelaide Oval upgrade
- The Festival Centre and Plaza in planning stages
- The redevelopment and upgrade of the Skycity Adelaide Casino due for completion in 2016
- The \$350m, two stage redevelopment of the Adelaide Convention Centre
- \$30m upgrade of the city's premiere shopping precinct – Rundle Mall
- New health precinct including SAHMRI, new Royal Adelaide Hospital and Women's & Children's Hospital
- Named one of Lonely Planet's Top 10 places to visit 2014
- Named 'Australia's wine capital, which doubles as a food mecca' by New York Magazine 10/2013
- Adelaide to be the first film in the National Geographic series about 'Smart Cities of the World'
- Three new hotels with a total 650+ rooms opening in mid 2014



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