



24 July 2014

SELLING ADELAIDE – ‘NOW IS THE TIME’ TO INDULGE YOUR MIND

The Adelaide Convention Bureau has added two new tools to its portfolio from which to sell Adelaide, South Australia to the world.

This vibrant destination is undergoing an unprecedented level of new infrastructure further enhancing appeal, functionality and services for conventions and all types of business events. It is globally renowned for its innovation, world class facilities, exceptional food and wine, ease, value, safe clean surrounds and superb climate.

Promoting the destination's attributes will be a new video and new Adelaide Planners Guide.

With a picture being worth a thousand words, a video (a first for the region) designed to target event organisers and business travellers, has been created to highlight the journey that may be undertaken by a business visitor to Adelaide.

From the airport arrival to the short trip into the city, the proximity of key facilities and attractions to each other, the ease of travelling around, and the multitude of leisure activities.

The video, produced in partnership with Adelaide Airport, is available on a link from www.adelaideconvention.com.au or on the Bureau's 'vimeo' channel. <http://vimeo.com/100664599>

Partners involved with the production have also been asked to share the video via their own online platforms.

The Adelaide Convention Bureau has also released its 2014/15 Planners Guide which in partnership with the video are powerful tools to help sell the city. <http://plannersguide.realviewdigital.com/#folio=1>

This comprehensive guide to organising conferences, conventions, exhibitions, events and incentive tours to Adelaide offers more rich media and user interactivity than ever before.

The guide is a 'must have' resource highlighting some of the great benefits and solutions available to those considering Adelaide, South Australia for future conferences, conventions, exhibitions, events and incentive groups and can be found on the Bureau's website.

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