



Embargoed until
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DREAMTIME FOR ADELAIDE BUSINESS TOURISM

The Adelaide Convention Bureau is proud to announce that following a competitive bidding process, Tourism Australia has named Adelaide, South Australia as the host city for *Dreamtime*, its premier corporate meeting and incentive business to business trade marketing event and showcase.

Dreamtime – to be held in early December, will bring more than 100 of the world's top level travel buyers including agents, incentives houses and companies that book incentive programs and events to Australia for a five day experience.

For two days the entire invited group spends time touring the host city and meeting with local tourism and business event operators in a series of scheduled appointments. The following three days are spent in smaller groups on an educational visit to another Australian destination.

Hailing from key destinations such as Greater China, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, Singapore, the United States and the United Kingdom their influence and the value of the business they may bring to Australia is extensive. The economic impact and jobs creation realised by a destination as a result of their influence and decision making is highly sought after by cities across the globe.

As host city, the Adelaide Convention Bureau will showcase our unique offerings with a focus on its key message "*Now is the time - the spotlight is on Adelaide, South Australia*", which not only highlights the current level of infrastructure development, but also includes unique to Adelaide elements such as its famous 'ease of use' functionality of sites and services in particular.

Damien Kitto, CEO Adelaide Convention Bureau said "we're thrilled to be hosting *Dreamtime* 2015. We know from past famil experiences and the feedback and results they generate, that people we host absolutely fall in love with our city and state's unique offerings.

"This is a perfect opportunity to connect with key markets and fits perfectly with the positioning of Adelaide on a global scale for major conventions, meetings and incentives off the back of the unprecedented level of infrastructure both completed and nearing completion. Adelaide has never been more equipped to shine in the spotlight of *Dreamtime*".

In echoing Mr Kitto's sentiments, Hon Leon Bignell MP, South Australia's Minister for Tourism said "Adelaide, South Australia, is delighted and honoured to be named host city for *Dreamtime* 2015.

"Adelaide is a vibrant city. With exciting redevelopments of the Riverbank Events and Entertainment Precinct, including major expansions to the world class Adelaide Convention Centre and iconic Adelaide Oval, we now have a hub for major business events that is second to none.

"Adelaide has been named as one of Lonely Planet's top ten cities to visit in 2014 and recently the New York Times singled out Adelaide as the city in Australia to visit this year. We are a hot destination and our big increases in visitor numbers is reflecting that.

"South Australia offers something for all international travellers. Our wine regions, fresh and diverse produce, a buzzing restaurant and bar scene, packed cultural program, amazing wildlife and breathtaking

scenery all combine to deliver an experience like no other.

We are excited by the opportunity to share the wonders of South Australia, and we will deliver a memorable show for all participants and guests later this year."

Tourism Australia Managing Director John O'Sullivan commented "*Dreamtime* is integral to our broader *Tourism 2020* industry targets for business events to grow the sector to \$16 billion annually by the end of the decade.

"*Dreamtime* is Australia's largest business events showcase, which allows us to connect with qualified buyers from markets including Greater China, Singapore, Malaysia, Indonesia, India, New Zealand, USA and the United Kingdom.

"We truly believe Adelaide and South Australia provide the perfect gateway for our key international buyers to experience a fantastic array of experiences and destinations on offer in Australia – and it's the perfect time for the city to show its new developments.

"We look forward to working in partnership with Adelaide Convention Bureau to highlight some of the excellent business event facilities and experiences on offer in Australia to our key markets around the world" he said.

Adelaide and South Australia will provide *Dreamtime* delegates with a fantastic array of unique experiences and destinations. The packed itinerary for *Dreamtime* delegates is likely to feature:

- South Australia's renowned wine regions, and iconic wineries such as Penfolds Magill Estate, home of Grange. Picturesque Adelaide Hills and McLaren Vale regions just a stone's throw from the city will provide guests with an array of sumptuous and interactive experiences.
- South Australia's diverse high quality cuisine, with attractions such as the Adelaide Central Markets providing an insight into the amazing fresh produce feeding the imagination of Adelaide's world class restaurant. This further support the Tourism Australia 'Restaurant Australia' campaign.
- South Australia's stunning, and highly accessible beaches and coastal areas, such as Glenelg beach, just minutes from Adelaide City Centre and the perfect setting for memorable events.
- Adelaide's CBD and burgeoning Riverbank Events and Entertainment Precinct, with the state of the art Adelaide Convention Centre and iconic Adelaide Oval and surrounding hotels providing the optimum canvass for delegates to do business and be entertained with dazzling gala events.

Adelaide Convention Bureau was strongly supported in its bid by the Government of South Australia through the South Australian Tourism Commission, and the South Australian business events sector who recognised the great relevance, importance and potential for Adelaide as host city of *Dreamtime* 2015.

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