



NOW IS THE TIME..... THE SPOTLIGHT IS ON ADELAIDE SOUTH AUSTRALIA

What a year it's been!! A record breaking year for the Adelaide Convention Bureau – results up by 15% and a 180:1 ROI to the South Australian Government.

Three years since the first sod of earth was turned, the first stage of projects in the \$3 billion re-development of Adelaide's Riverbank Convention, Research and Entertainment Precinct programme of works have been completed.

In the past 12 months, the newly developed \$535m Adelaide Oval hosted its first football match and even the Rolling Stone's. Some of the world's leading medical researchers moved into their new facilities at the South Australian Health and Medical Research Institute (SAHMRI) and the first phase of the \$400m Adelaide Convention Centre redevelopment saw delegates welcomed to a world-class facility in every sense of the word.

It doesn't end there. Outside this precinct but within the CBD in the past year, a \$30m upgrade of Rundle Mall, Australia's longest retail shopping strip is all but complete, Victoria Square in the heart of the city was completely transformed into a lively space utilised by small group and larger events such as the Tour Down Under and Adelaide Fringe.

On the accommodation front, three new hotels – Quest on King William, Ibis Adelaide and the 5 star Mayfair Hotel opened their doors offering an additional 582 rooms to visitors to the city. A planned \$300+m redevelopment of the Adelaide Casino will also include a new luxury hotel.

Works on these major projects along the Riverbank will continue for the next 3-4 years –all details and images are contained in the "Spotlight on Adelaide, South Australia ... Now is the time!" document, which can be found at <http://www.adelaideconvention.com.au/newdevelopments/>

The Adelaide Convention Bureau will showcase these developments face to face to those business event organisers attending its annual Destination SA destination showcase in March and its Medical Convenor's Educational in April. The recent announcement of Adelaide being the host city for Dreamtime this December will be the pinnacle in the mountain of opportunity available to promote and engage buyers, media and delegates alike in the exciting 'new' Adelaide, South Australia.

Furthermore, with business done and dusted, a little R&R may be in order. Pre-and post touring options have never been made easier for time poor delegates. The launch of the Adelaide Convention Bureau's new award winning Pre & Post Touring Portal allows a one click/one stop link to review, view and book a host of options across Adelaide and South Australia .

If you've not been to South Australia – or perhaps not been in a while – now is the time to check it out!

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