



“OUR HOME” - GEARING UP FOR THE DREAMTIME EXPERIENCE

AND PUTTING US FIRMLY ON THE INTERNATIONAL MAP

The Adelaide tourism industry is gearing up to revel in the amazing opportunity Dreamtime 2015 presents to the state with around 120 incentive tourism buyers and international media from a dozen countries arriving in Adelaide from December 4th – 9th to experience the very best Adelaide has to offer.

The showcase event of Tourism Australia’s business events arm, Dreamtime occurs every two years. In partnership with the Adelaide Convention Bureau and South Australian Tourism Commission, Adelaide was announced earlier this year as the host city for the 2015 event.

Damien Kitto, CEO Adelaide Convention Bureau said “Delegate expenditure from business and incentive delegates was worth \$13bn to Australia to year end 2014 and saw an 8% increase in international expenditure. To welcome these highly influential guests who have a massive say in which part of the world they send their delegates is an opportunity we simply could not pass up and must exploit to its fullest capacity.

“We have already seen extensive international media coverage for Adelaide leading into the event and this will of course only increase once the guests arrive and experience first-hand, what we have to offer. Whilst it remains true that the east-coast of Australia is the most top of mind for international buyers and media, one of the goals of both Tourism Australia and the Adelaide Convention Bureau is to ensure Adelaide is firmly on the map when future decisions are being made about where to send these lucrative incentive groups.” said Mr Kitto.

Dreamtime will include a famil experience to Kangaroo Island for a contingent of buyers and media from South East Asia. This group will also visit the Adelaide Hills along with visitors and media from Japan and Korea.

The Barossa will be showcased to groups from NZ, the USA and China whilst guests from India, UK and Europe will experience McLaren Vale and Port Willunga. Full details of itineraries are available.

The Dreamtime 2015 itinerary overview is below:

4th December

- South East Asian group (incentive travel buyers and media) arrive in Adelaide and transfer to KI for a 2 day famil (fly to Adelaide late on 5th Dec)

6th December

- SE Asian group enjoy breakfast on Glenelg Beach before heading past our new Mega Adventure Aerial Park to Glen Ewin to learn about their fresh fig farm and enjoy lunch. Indulge in a Jurlique experience at Burnside Village
- all other visitors (buyers and media) fly into Adelaide. Head to dinner at various establishments around Adelaide eg Chinese group are dining at the Mayflower restaurant at the Mayfair hotel.

7th December

- one on one business meetings at the Adelaide Convention Centre – representatives from 70 Australian ‘sellers’ from tourism related businesses including international airlines, hotels and attractions will be in

Adelaide to meet with the international 'buyers'. Local businesses from the tourism industry will also be participating

- International media will do half a day of meetings then enjoy lunch at Orana followed by a city walk culminating in a 'welcome to our home' meeting with His Excellency at Government House
- evening reception at Penfolds

8th December

- from 7.30am Vardon Ave in the East End will be transformed into a marketplace serving breakfast with fresh local produce and producers meeting the international guests
- 9am guests head off on 4 different families to various regions – McLaren Vale, City and Hills and 2 different groups will travel to the Barossa. (itineraries attached)
- Return to the city in the late afternoon and finish with gala dinner

9th December

- SE Asian group head home – all other regions fly to various parts of Australia for a three day family experience before heading home

Dreamtime Background

Adelaide was announced in February to much excitement, as the host city for Dreamtime 2015.

The event is hosted by Tourism Australia as its signature incentive travel showcase. Significant input has been provided by its 2015 Dreamtime partner, the Adelaide Convention Bureau.

Around 120 people from 13 nations comprising buyers and media will enjoy our hospitality throughout the duration of their stay.

Objective

Put South Australia firmly on map for all visitors who may not be as aware of us as they are with the eastern states.

Raise awareness of Adelaide, South Australia's incentive travel offering to international (primary) and national (secondary) media and operators.

Key Messaging

Three headline messages in bold below with sub headings below:

Welcome to our Home

- *Welcoming, friendly proud of our city and want to share what we have with guests*
- *Size enables us to offer a highly personalised boutique experience*
- *Creative, vibrant and innovative whilst our culture remains anchored to our heritage – the land*
- *Truly lucky to live in the 5th most liveable city in the world*

Discover Adelaide's People, Products and Places

- *Extensive calendar of world class festivals*
- *Immerse yourself in our world famous wine regions.*
- *Just 15 minutes from the CBD - our Adelaide Hills – a melting pot of superb food and wine*
- *Unique and unspoiled Kangaroo Island and its wildlife experiences*
- *Seafood and marine life mecca of Eyre Peninsula*
- *The gateway to the outback – where the green turns to red and the magnificent Flinders Ranges beckon*

Indulge in our enviable lifestyle

- *The space – a city surrounded by parklands*
- *Safe, easy and convenient city*
- *Clean air and blue skies*
- *Lush green pastures and vineyards producing enviably fresh food and magnificent wine*
- *White sand beaches bordering our extensive and diverse coastline and its pristine waters*

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