



LIVING THE DREAM IN ADELAIDE!

Adelaide, South Australia's investment in bringing Dreamtime, Tourism Australia's premier business events showcase to the city at the end of 2015 has well and truly paid dividends. Exceptionally favourable feedback has been received from the 116 tourism industry visitors from 12 countries who attended the December event themed "Welcome to our Home".

The primary goals of the Adelaide Convention Bureau (which received a 100% very satisfied or satisfied response from visitors for its own service) was to firstly introduce the international travel buyers and media to Adelaide since Dreamtime was a first visit for many. Secondly, it was to highlight the safe, friendly environment and showcase the abundance of fantastic fresh local food and world class wines that Adelaideans are lucky enough to enjoy as a part of everyday life – hence the theme of the event.

Did it work?

95% of respondents said they would pitch Adelaide as a Business Events destination with a huge number having changed their mind since visiting Adelaide for Dreamtime.

81% of visitor respondents said they were '*much more*' or '*more*' likely to sell Adelaide as a Business Events destination than before they visited.

In addition to meeting with Australian tourism and business events operators, the international guests toured Kangaroo Island, the Barossa Valley, the Fleurieu Peninsula, CBD attractions and the Adelaide Hills. A host of incredible experiences including Segway rides through the vines in the Barossa, Tasting Tawny Port from the year of their birth at Seppeltsfield, playing beach cricket and enjoying lunch at the Star of Greece restaurant at Port Willunga all received big ticks of approval from the visitors.

Wine blending at Wirra Wirra in McLaren Vale and scenic flights over the Barossa with tours of Chateau Tanunda were also well received as was the tour and cooking class at the Adelaide Central Market – the largest of its kind in the Southern Hemisphere.

Importantly, and unsurprisingly to the locals, Adelaide's food and wine offering was universally well received with ratings of 97% and above scored for all of the major Dreamtime dining experiences (official welcome, official dinner and a market style breakfast event in Vardon Avenue, a CBD laneway closed specially for the occasion).

"We couldn't have hoped for a better outcome than this. The Bureau team, in partnership with the South Australian Tourism Commission and the local industry put a huge effort into the event and thank Tourism Australia for affording us the opportunity to showcase Adelaide, South Australia at Dreamtime" said Adelaide Convention Bureau CEO, Damien Kitto.

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