

## ADELAIDE'S JUST PERFECT



In June 2017, Adelaide experienced its first large scale incentive visit with 2,740 visitors from Perfect China experiencing our magnificent fresh produce, meeting our wildlife and enjoying our enviable lifestyle.

A post tour delegate survey undertaken by the Adelaide Convention Bureau confirmed that Adelaide is simply perfect! As a result, the Bureau has secured a further three-year deal with Perfect China's incentive division commencing this year. Over the duration, it is expected more than 1,500 delegates will inject over \$11 million into the state economy during the quiet tourism month of June – many of whom will return at a later date for leisure purposes.

On 15th June, 500 employees of Perfect China will arrive in Adelaide for a five day, four night visit for a with a full itinerary that will include an afternoon tea overlooking our magnificent white sand beach at Glenelg, a visit to the Adelaide Hills complete with a stroll through the iconic Hahndorf township, shopping in Rundle Mall, a cooking class in the famous Adelaide Central Market where they'll be able to see and sample our magnificent fresh local food, and a gala dinner in the Town Hall. Undoubtedly our accessibility and open spaces with blue skies and a clean environment will impress those who live in some of the busiest cities in the world.

Incentive tours are a business event that provide delegates with an opportunity to share their leisure experiences with family and friends back home. They are a proven motivator to attract return visits by delegates for leisure purposes hence the fiercely competitive nature of attracting the tours by destinations globally. The We-Chat exposure from these large-scale Chinese groups has a reach of many hundreds of thousands.

### Quote from Damien Kitto, CEO -Adelaide Convention Bureau

Adelaide is a comparative newcomer to the incentive market and to date, the feedback from delegates has been exceptional. The three-year relationship with Perfect China is most certainly testament to the Bureau's strategy to identify, attract, bid and then importantly, deliver an incredible on ground experience. The feedback we're receiving is that Adelaide is an aspirational destination to visit as its new and most delegates have not previously visited. Chinese incentive groups are a significant opportunity for Adelaide to generate tourism expenditure for the city and regions.

### About Perfect China and survey

Perfect China is one of the top three biggest direct selling company in China selling health food, household, beauty and skin care products.

The Bureau's post tour survey revealed that more than 87% of delegates reported a high level of satisfaction with respect to their visit to Adelaide whilst over 93% of South Australia suppliers who were involved found hosting such an event was beneficial to their business - particularly with it being held during the typically quieter months of winter.

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