

NEW S.A TRAVEL HUB IN ADELAIDE CBD

A new travel centre providing State-wide visitor information is set to open in Adelaide's CBD.

The Grenfell Street premises will replace the current visitor centre on King William Street and will be managed by South Australian company, Holidays of Australia.

The South Australian Tourism Commission's (SATC) Chief Executive, Ian Darbyshire, says Holidays of Australia will provide a comprehensive service to visitors when the centre begins operations on July 1 2011.

"The Holidays of Australia group is highly experienced in the travel industry and its people are passionate about South Australia. I am extremely confident they will provide a service above and beyond visitors' needs," Mr Darbyshire says.

"The centrally-located travel centre will provide a service for walk-in customers to help them make the most of their visit to SA. It will also include a call centre to assist people interstate or who prefer getting information over the phone, while also following up booking enquiries made via southaustralia.com."

Holidays of Australia Director, Ben Mead, says the business is looking forward to working with operators and visitors to create the best holiday experiences in SA.

"We're incredibly excited about the opportunity to grow tourism in SA and work with operators to enhance their business while delivering visitors a positive experience," Mr Mead says.

"The centre will employ approximately 20 to 25 people who are all passionate about South Australia and the unique travel experiences it offers.

"We'll provide a SA concierge service where our front of house staff will maintain a high level of customer attention to help visitors get the most out of our service and therefore their holiday."

The new travel centre will be open Monday to Friday from 8:30am to 5pm and weekends and public holidays from 9am to 2pm. The call centre will operate Monday to Friday from 8:30am to 5pm and on Saturdays from 9am to 2pm and can be contacted on 1300 655 276. Both services will be closed on Christmas Day and Good Friday.

All gift cards bought via the travel centre on King William Street will be honoured at the new location at 18 – 20 Grenfell Street and the new travel centre will continue to sell gift cards and book Shorts holidays.

"We will work with Holidays of Australia to ensure a seamless transition of services from King William Street to Grenfell Street so visitors continue to receive the best information and assistance," Mr Darbyshire says.

Media Contact Caitlin Jones 8463 4570, 0403 964 177

South Australian Tourism Commission

Level 3, Tower 2, 121-125 King William Street, Adelaide, South Australia 5000.
Telephone +61 8 8463 4500 Facsimile +61 8 7421 0200

South Australian Visitor & Travel Centre 18 King William Street Adelaide, South Australia 5000.

Australia wide 1300 655 276 Telephone +61 8 8303 2220 Facsimile +61 8 8303 2249

www.southaustralia.com www.tourism.sa.gov.au

All correspondence to

GPO Box 1972 Adelaide, South Australia 5001.
Email satourism@tourism.sa.com