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WHAT ADELAIDE TOURISM NEEDS TO BE VIBRANT

Members of the [South Australian Tourism Industry Council](#) (SATIC) in the Greater Adelaide* region have highlighted **three key areas** to support tourism growth, encourage sustainability and make Adelaide more attractive for business and tourism.

1. **Addressing employment costs**
2. **Increased marketing**
3. **All year round calendar of events**

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says without successful sustainable businesses, Adelaide cannot have long-term vibrancy and prosperity.

“There is a lot of activity and investment in the CBD, including the Adelaide Oval redevelopment and Riverbank project and the revamps of Rundle Mall and Victoria Square, which SATIC members see as a very important part of the city’s revitalisation and this momentum needs to continue,” Mr Tilbrook says.

“New infrastructure developments are exciting but without addressing the business of doing business we could end up with empty spaces. Adelaide needs some game changers to make the State more attractive for new and existing businesses.

“It was no surprise that our members are asking for the **cost of employing staff to be addressed**, for a reduction in red tape and changes to our tax system to make it easier to employ people.

“The second issue for our members was **increased marketing** for the Adelaide tourism region. Half of South Australia’s overnight domestic tourism expenditure is spent in Adelaide, but there is no longer a dedicated marketing committee.

“Adelaide would benefit from a tourism marketing body, like Destination Melbourne, to encourage collaboration, increase promotion and help Adelaide be recognised as an outstanding international visitor experience.

“Thirdly, while Mad March is great for tourism in South Australia, our members also indicated the city would benefit from a **year round calendar of events** that can fill our hotels, restaurants, shops and attractions across the rest of the year.

“Adelaide is a world class tourism destination and we have a great platform to build on.”

As South Australia's peak tourism industry body, the South Australian Tourism Industry Council represents more than 550 members and its' role is to engage in all of the processes that shape our State's tourism future.

The South Australian Tourism Industry Council provides a range of support services, resources and assistance to its members such as training, accreditation, certification, awards and business to business networks, communication and information.

**The Greater Adelaide region includes the Adelaide; Adelaide Hills, Barossa & Fleurieu Peninsula tourism regions.*