Bus SA – Land Tourism Forum
27 May 2016

Adelaide City Council
Visitor Information Services

Greater Adelaide as a Destination

Adelaide City Council - Our Vision for Adelaide

Adelaide is a smart, green, liveable, boutique city full of rich experiences.

To achieve this vision the Adelaide City Council has created objectives and actions under the following categories:-

- Smart
- Green
- Liveable
- Creative

There are tourism actions under all four of these categories.

Tourism Action Plan

- This year we have developed a Tourism Action Plan for the City of Adelaide. It is in draft at the moment and has been workshopped with council and will go to council formally for endorsement in the coming months.
- We worked with an external consultant to help us develop the Tourism Action Plan and we engaged with industry extensively to help inform the Tourism Action Plan.
- The City of Adelaide Tourism Action Plan aligns with the Adelaide City Council Strategic Plan 2016-2020 and also with the South Australian Tourism Commission Tourism Plan 2020, with actions suitable for Local Government.

HIGH LEVEL OVERVIEW

CITY OF ADELAIDE TOURISM & VISITOR SERVICES ACTION PLAN 2016-20

VISION

Adelaide is a smart, green, liveable, boutique City full of rich experiences

KEY OUTCOMES

City bed nights by international and domestic visitors to grow from 8.1 million to 9 million by 2020; on the way to 12.5 million by 2040.
The number of people attending events in the City and Park Lands to grow by 5% by 2020.

1. Promote the Adelaide Experience

1.1 Develop and implement an overarching Tourism Marketing Plan for the City and Adelaide tourism region
1.2 Undertake a product audit of Adelaide's tourism offering
1.3 Better promote the City's existing Visitor Information Services including the Adelaide Visitor Information Centre, Adelaide Greeter's Program, Free City Guides and Town Hall Tours
1.4 Explore opportunities to leverage southaustralia.com as the centralised website to promote Adelaide events, attractions and things to see / do
1.5 Utilise public spaces at key tourist entry points to showcase Adelaide's unique offering including live music, arts and culture, heritage, eco-tourism and Aboriginal experiences
1.6 Develop a suite of multilingual visitor information resources
1.7 Agree the future delivery of the Adelaide Visitor Guide
1.8 Improve visitor information, City branding and signage in taxis, on the tram, the Free City Connector buses and the Jet Express buses.

2. Collaborate and work better together

2.1 Establish an Adelaide Tourism Region Alliance with industry and government
2.2 Continue to build on roles and remit with SATC
2.3 Leverage the international student market, business and conference tourists, major events and Sister City partnerships to encourage greater visitation
2.4 Host regular industry development and information-sharing events to improve local knowledge of Adelaide tourism product
2.5 Package up and cross-promote unique Adelaide experiences and develop itineraries for specific target markets and interests
2.6 Work with key partners to showcase the City's unique heritage, culture, Aboriginal, eco-tourism and nature-based offering
2.7 Advocate for more direct international flights into Adelaide
2.8 Work with regions to encourage greater visitor dispersal
2.9 Build Adelaide's readiness for inbound Chinese tourism, including high-end Chinese tourists.

3. Enhance product offering and tourism infrastructure

3.1 Enhance the Adelaide Visitor Information Centre (AVIC) to become a one-stop tourism hub for the Adelaide region
3.2 Establish 'satellite' visitor information services in the City
3.3 Review the operation and promotion of ACC Visitor Information Services
3.4 Improve directional signage and highlight points of interest around the City
3.5 Leverage, upgrade and expand our Adelaide Free WiFi network to higher download and upload speeds
3.6 Enhance the arrival experience of tourists into Adelaide at key entry / exit points
3.7 Enhance the arrival experience of tourists into the City at key entry / exit points
3.8 Advocate for a better connected public transport system to key attractions, after 7pm and to / from key entry points
3.9 Advocate to the State Government to improve the connectivity between the Adelaide Park Lands Terminal and the City.
3.10 Ensure all future tourism infrastructure improvements meet accessibility standards and requirements
3.11 Collaborate with State Government and industry to fast track key City sites for development to attract and enhance the visitor experience
3.12 Advocate for an iconic development and / or experience on the Old Royal Adelaide Hospital site
3.13 Continue to improve laneway connectivity between key attractions
3.14 Conduct an audit of tourism activities and experiences that could benefit from the value add of Aboriginal content
3.15 Continue to enhance the City Connector bus service
3.16 Continue to enhance the Free City Bikes scheme
3.17 Develop a masterplan for the North Adelaide Golf Course to explore opportunities to enhance the precinct
3.18 Ensure we have appropriate infrastructure in place to continue to host and attract a comprehensive calendar of events and activities.

4. Lead and support industry

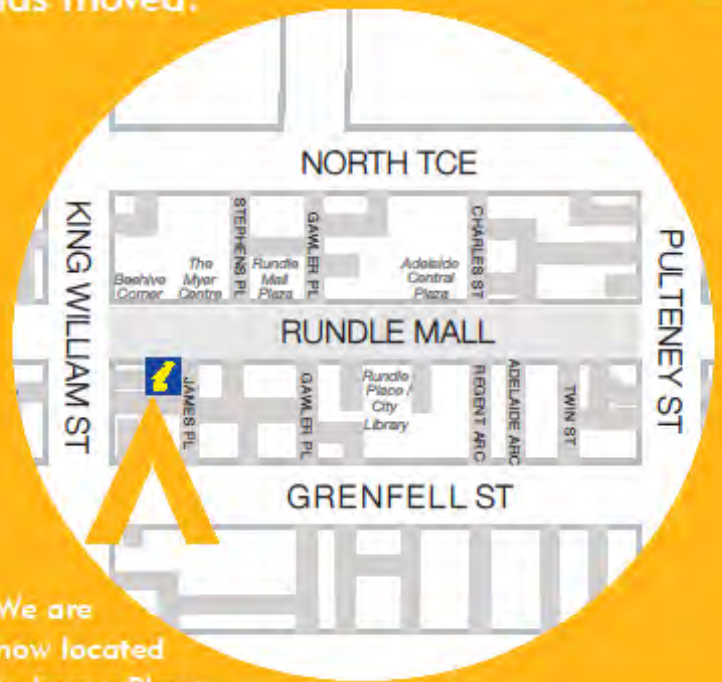
4.1 Provide effective leadership amongst local government to promote the importance of tourism and the visitor economy
4.2 Help existing hospitality and retail business realise their tourism potential by providing tourism- specific marketing, customer service and product advice
4.3 Promote the value of the Chinese tourist market to the local business community.
4.4 Commission research into tourist behavior in the CBD to inform future tourism marketing targets, product development and infrastructure needs
4.5 Establish an Adelaide Tourism Ambassador Program to promote excellence in customer service
4.6 Assist State and Federal Government provide data and analysis to business on the value of tourism for the City and Adelaide region
4.7 Advocate to the tourism industry to support Adelaide's carbon neutral targets
4.8 Encourage key attractions, retail and hospitality businesses to stay open into the early evening
4.9 Apply for grant funding opportunities to benefit the Adelaide tourism region
4.10 Resource and budget for the implementation of the Tourism Action Plan and continuation of frontline Visitor Information services.

City of Adelaide Tourism & Visitor Services Action Plan 2016-20: KEY DELIVERABLES PER YEAR

2016/17	2017/18	2018/19	2019/20
✓ Adelaide Tourism Alliance formed and a Marketing Plan for the Adelaide region developed	✓ Partners commit funding to key activities in the Marketing Plan for Adelaide region	✓ southaustralia.com known as the central website for Adelaide events and attractions, and used by tourism industry and consumers.	✓ Adelaide Tourism Alliance reports greater visitor length of stay per trip.
✓ Explore opportunities to leverage southaustralia.com website to promote Adelaide events and attractions	✓ Adelaide events and attractions enhanced on southaustralia.com so that it becomes the central website for what's on and things to do	✓ Directional signage across the City improved with more visitations to key attractions, and after hours demand all year round.	✓ Public transport system and access to support movement of tourists across Adelaide improved.
✓ Multilingual tourist resources developed and Adelaide industry starts to become better prepared for Chinese tourists	✓ Public spaces at key tourist entry points host live music, arts and unique Adelaide experiences.	✓ Improved knowledge of Adelaide tourism product amongst concierges, front-of-house staff, taxi drivers, chauffeurs, hire care staff and tour operators.	✓ Key City sites including Old Royal Adelaide Hospital, Adelaide Central Market Arcade, Festival Plaza and Riverbank Precinct developed.
✓ Enhancement plan for Adelaide Visitor Information Centre complete	✓ Visitor information is available on Free City Connector and Jet Express.	✓ More international direct flights coming into Adelaide.	✓ Laneway connectivity between key City tourist attractions improved.
✓ Signage at key arrival points into Adelaide improved	✓ International students, business tourists and Sister City links deliver more bed-nights and visits to SA regions.	✓ Unique Adelaide Experiences are packaged up for trade and retail sale by SATC and Tourism Australia.	✓ Plan to move arrival point for The Ghan and the Indian Pacific to the Adelaide Railway Station in place.
✓ Tourism-specific business advice available to city based businesses	✓ Stage 1 of Adelaide Visitor Centre enhancement plan begins.		✓ ACC market research shows 5% increased attendance at city events and 8.1 million or more city based visitor bed nights.
✓ Research into tourist behaviour in the CBD conducted.	✓ Adelaide Tourism Ambassador Program established.		

- Adelaide Visitor Information Centre
- Central Market Information Booth
- Adelaide Greeters
- City Guides
- Adelaide Town Hall Tours
- Cruise Ship Meet and Greet
- Mobile Visitor Information Service
- Marketing City Experience
- Industry advice and support

The Adelaide Visitor Information Centre has moved!



We are now located in James Place, just off Rundle Mall.

Open every day except Good Friday and Christmas Day

Monday to Friday 9am–5pm
Saturday & Sunday 10am–4pm
Public Holidays 11am–3pm

1300 588 160
visitor@adelaidecitycouncil.com

www.cityofadelaide.com.au/explore

Our ultimate goal is for more people to spend more time & money in the City.

Some numbers…

VIS programs

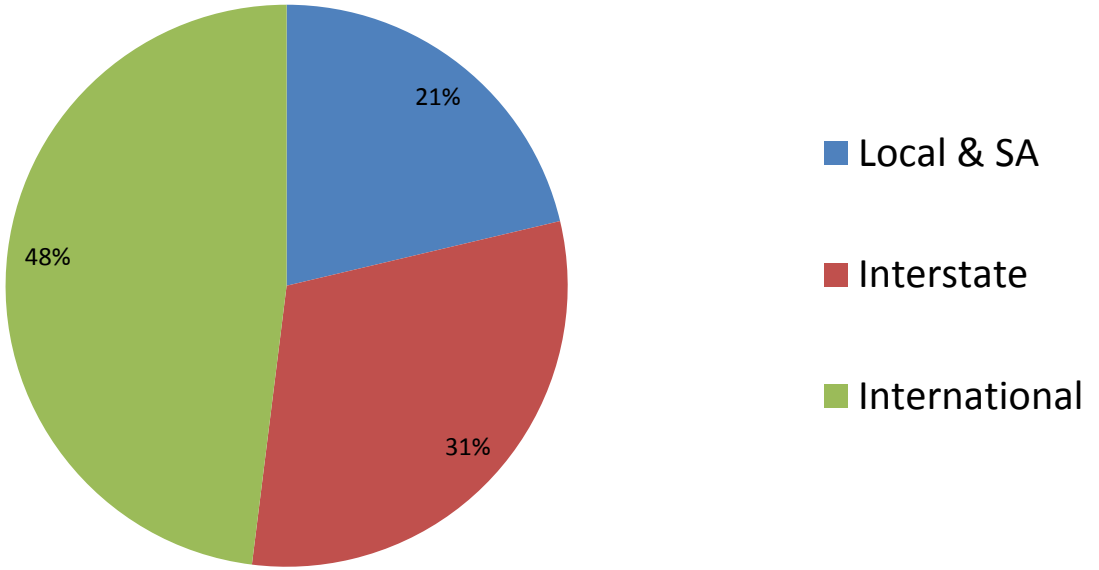
53,000 face-to-face visitor enquiries in 2014/15

Adelaide Visitor Information Centre

118,000 people through the door in 2014/15

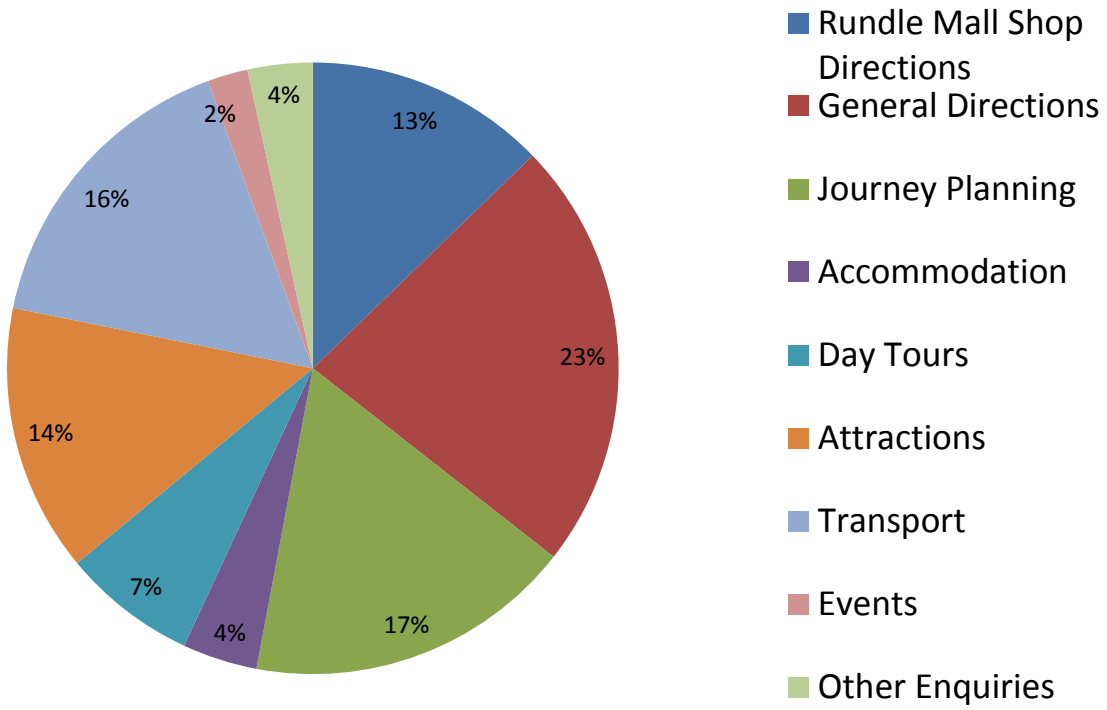
Who are our visitors? (AVIC)

- In 2014/15 we had 118,805 visitors through the doors at the Adelaide Visitor Information Centre
- We assisted 37,842 visitors with their enquiries



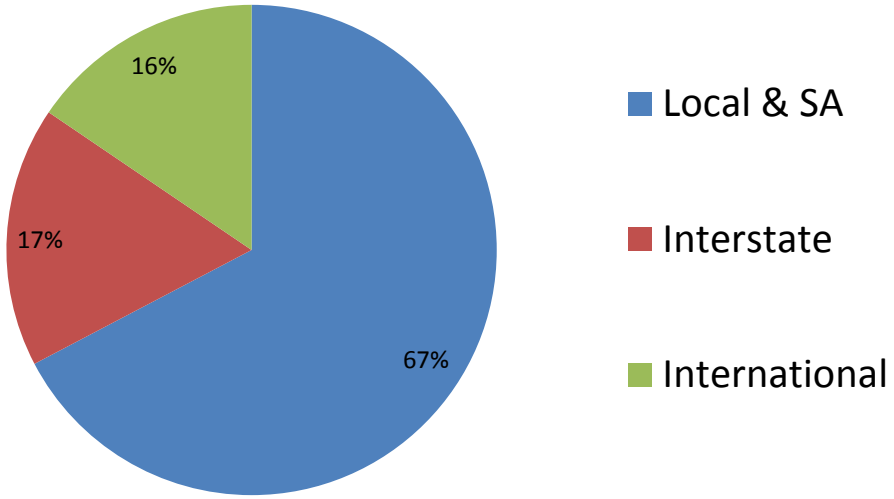
What do our visitors want? (AVIC)

- When visitors make an enquiry, we record the type of enquiry they make.

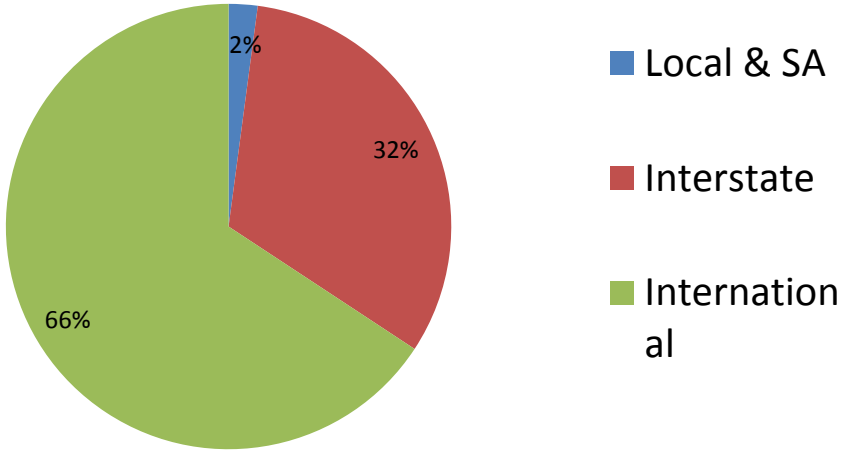


Our visitors are different for each program…

Central Market Information Booth

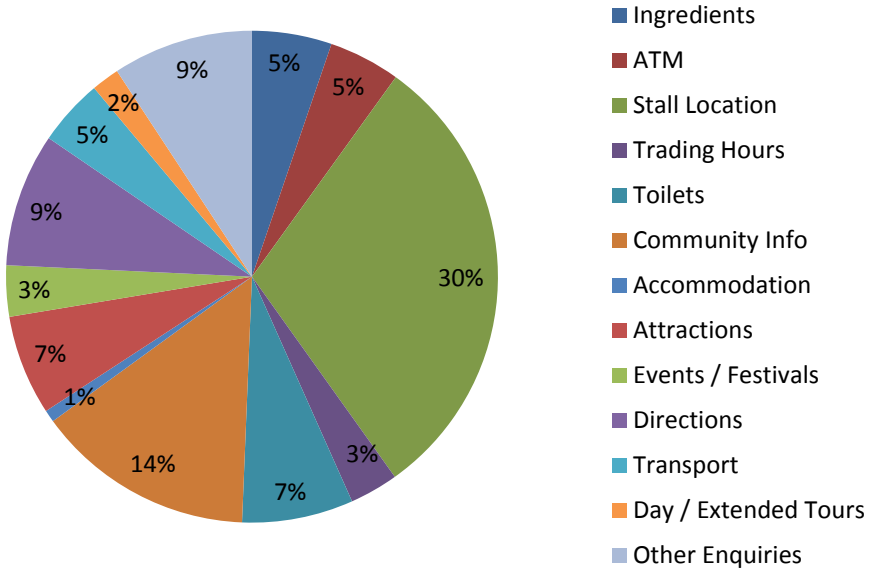


Adelaide Greeters



…and they ask us different questions!
We ask them different questions too…

Central Market Information Booth



Adelaide Greeters

So…what do we do then?

We ask loads of questions to find out their interests!

Refine the options based on their interests

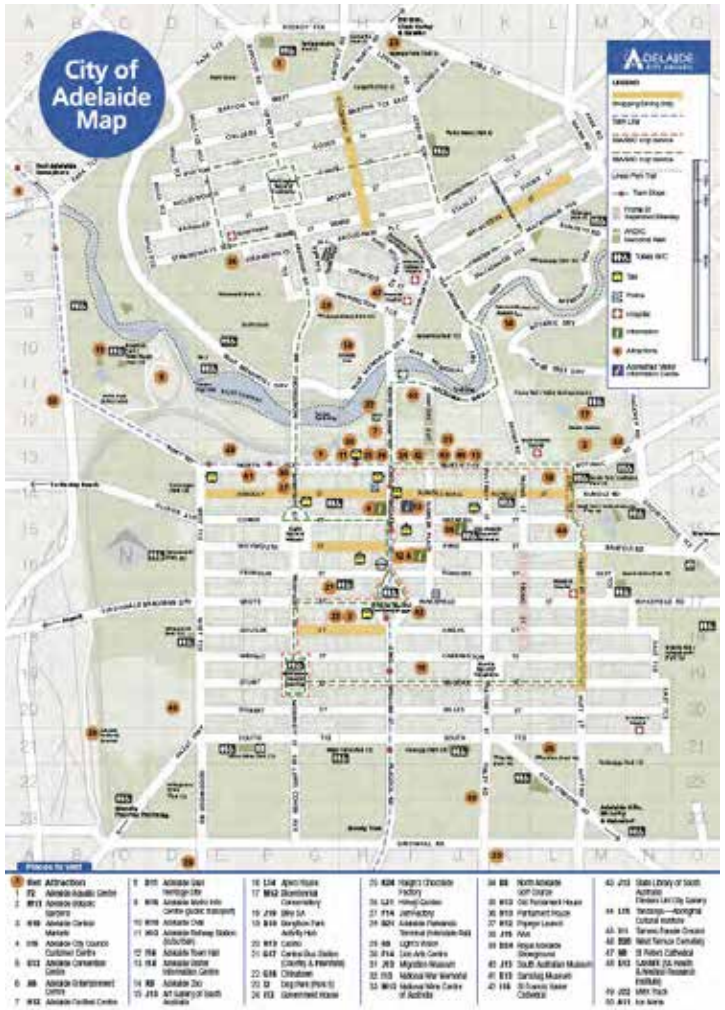
Help them make a plan and give them maps so they don’t get lost.

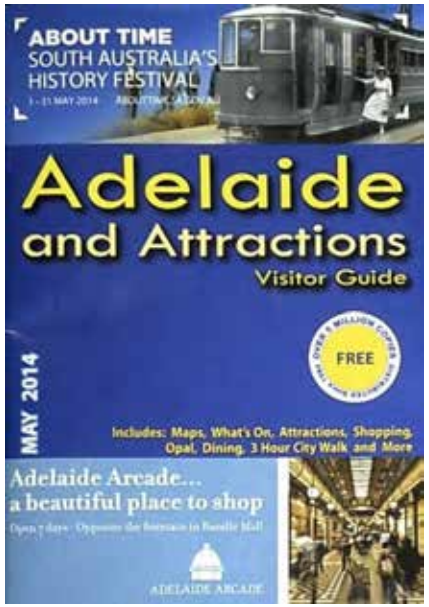
Too many decisions = unhappy, overwhelmed customer.

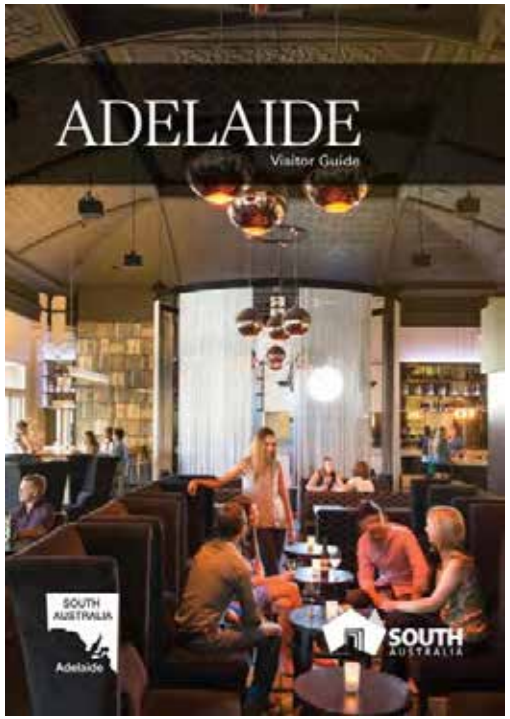
Visitors often have a much better experience when they are given direction and personalised suggestions!

Make it simple for us to tell visitors what there is to do!

What's in our toolbox to help visitors?







Adelaide City Explorer

ADELAIDIA

Operator brochures and websites

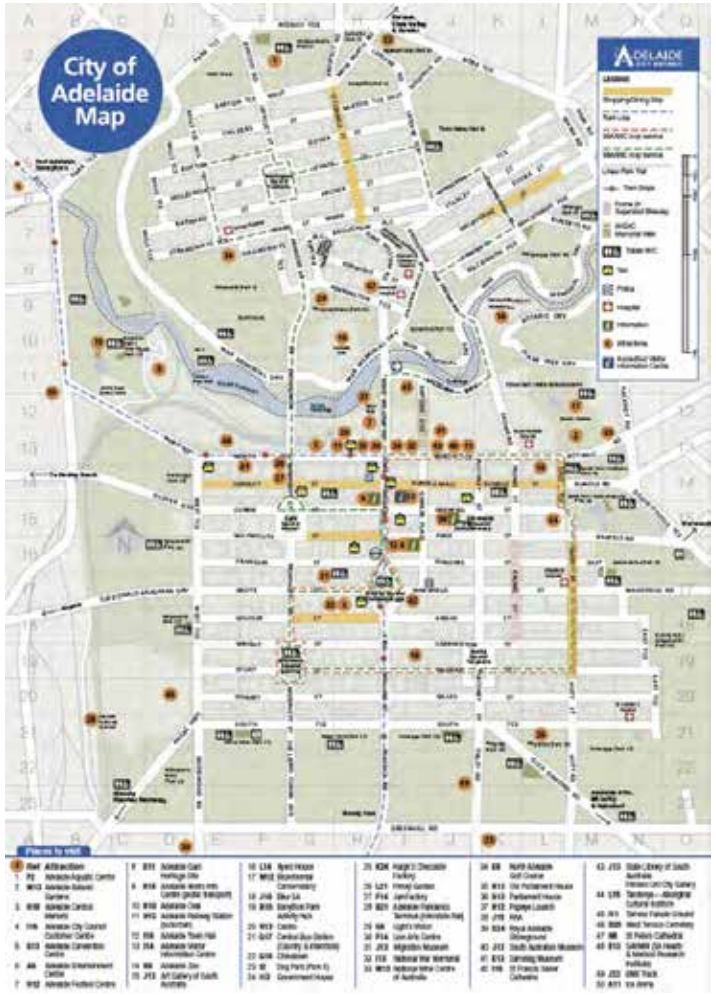
Itineraries, Lists, Apps, Websites and Maps

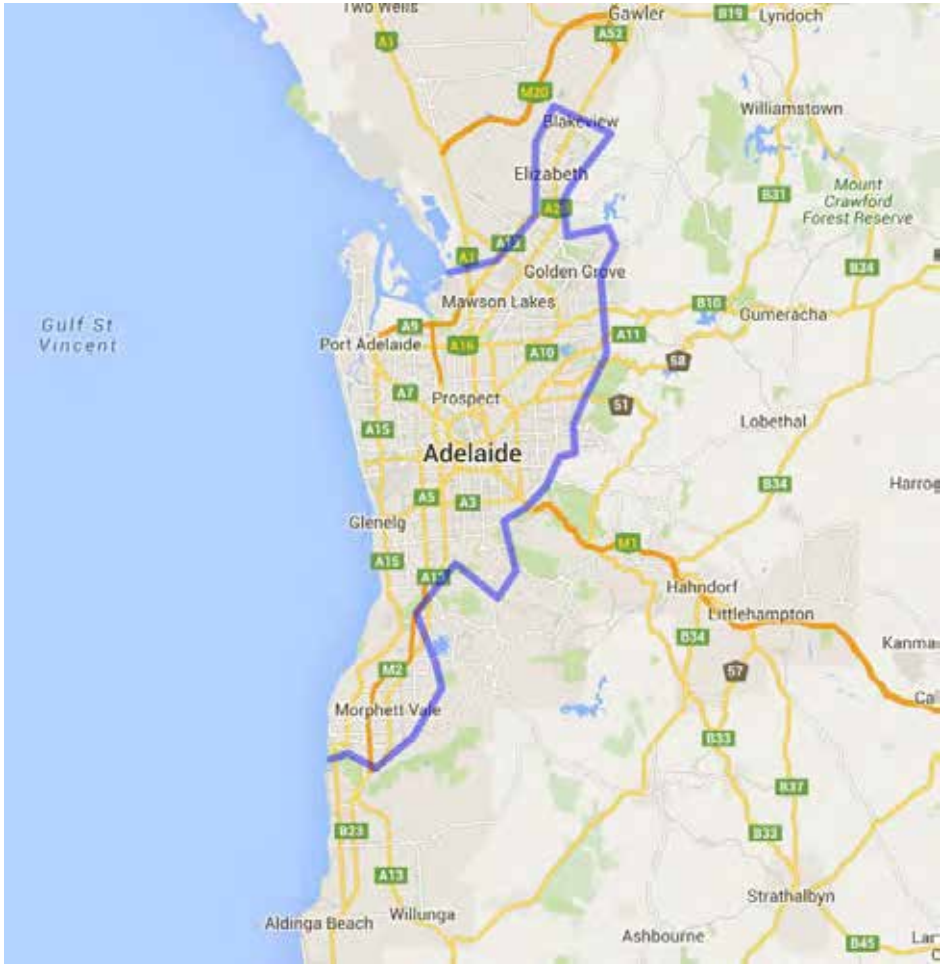
Adelaide & Greater Adelaide

The City is only part of the story, Greater Adelaide offers lots of experiences that visitors are seeking.

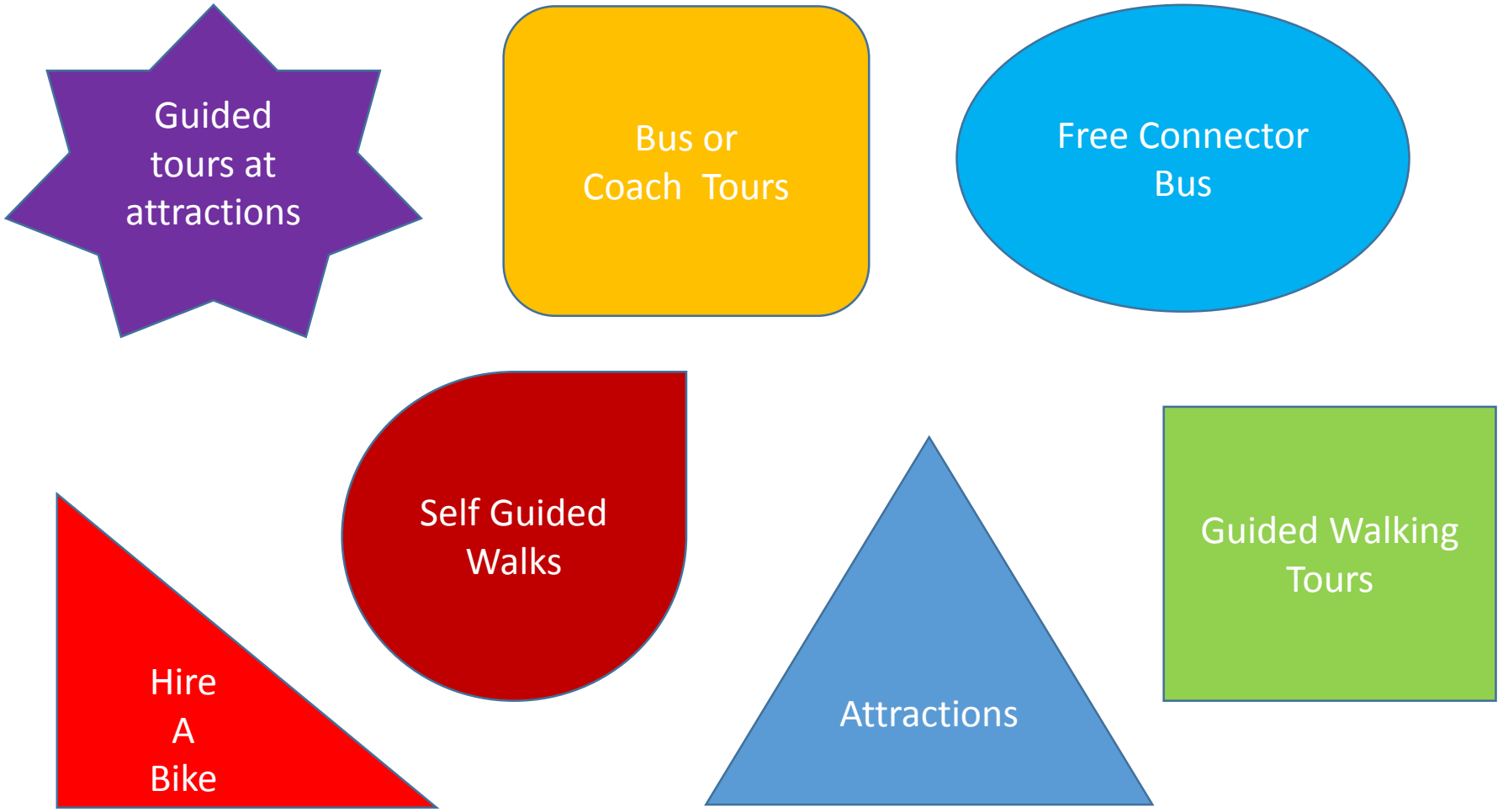
Visitors don't care for state or local government borders and boundaries. We need to break them down and work together.

The opportunity is in linking those experiences and making them more readily accessible.





What experiences are available?



Rivers & Coastal
Aboriginal Culture
Events
Food & Wine
Nature
City Life

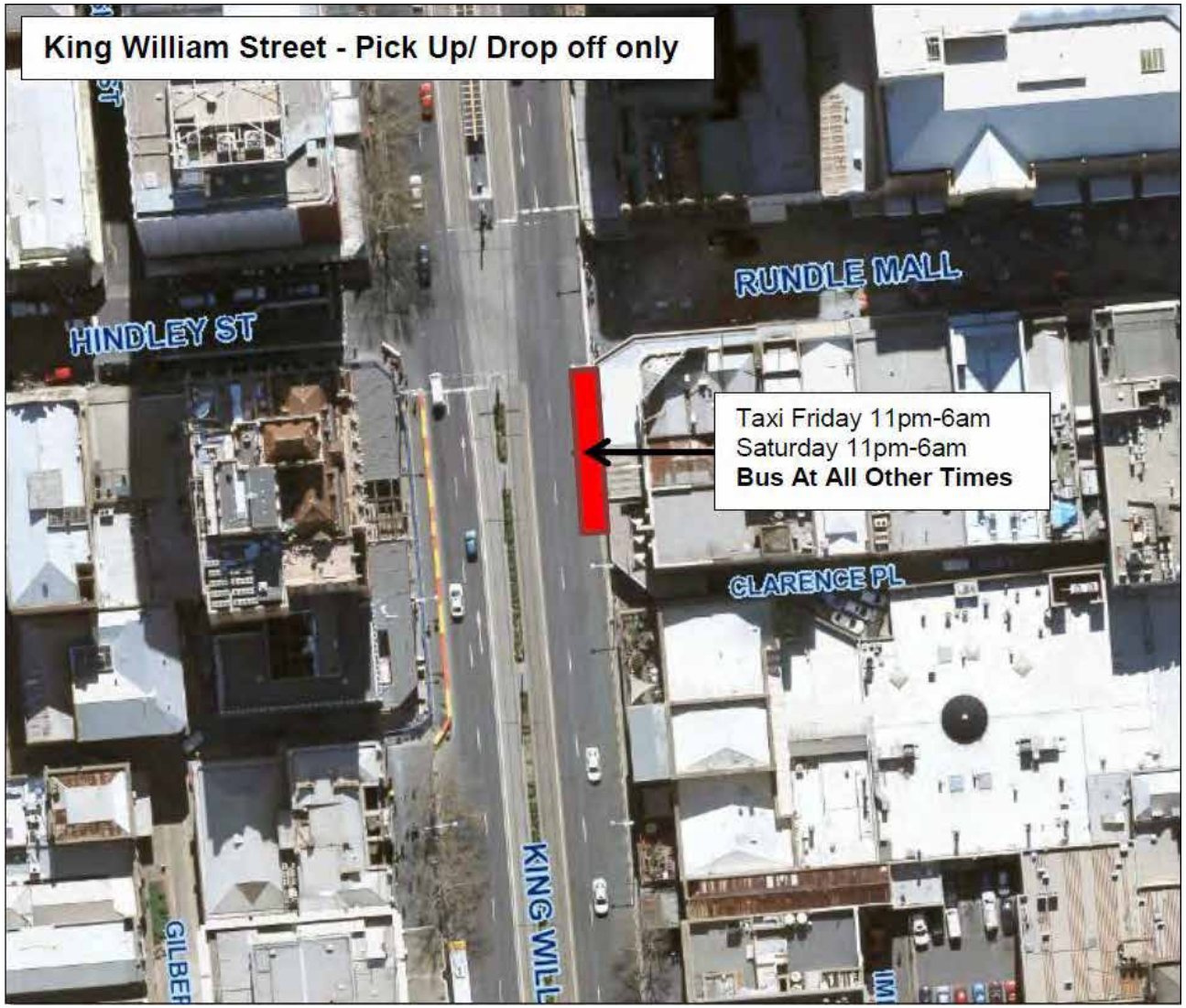
Opportunities

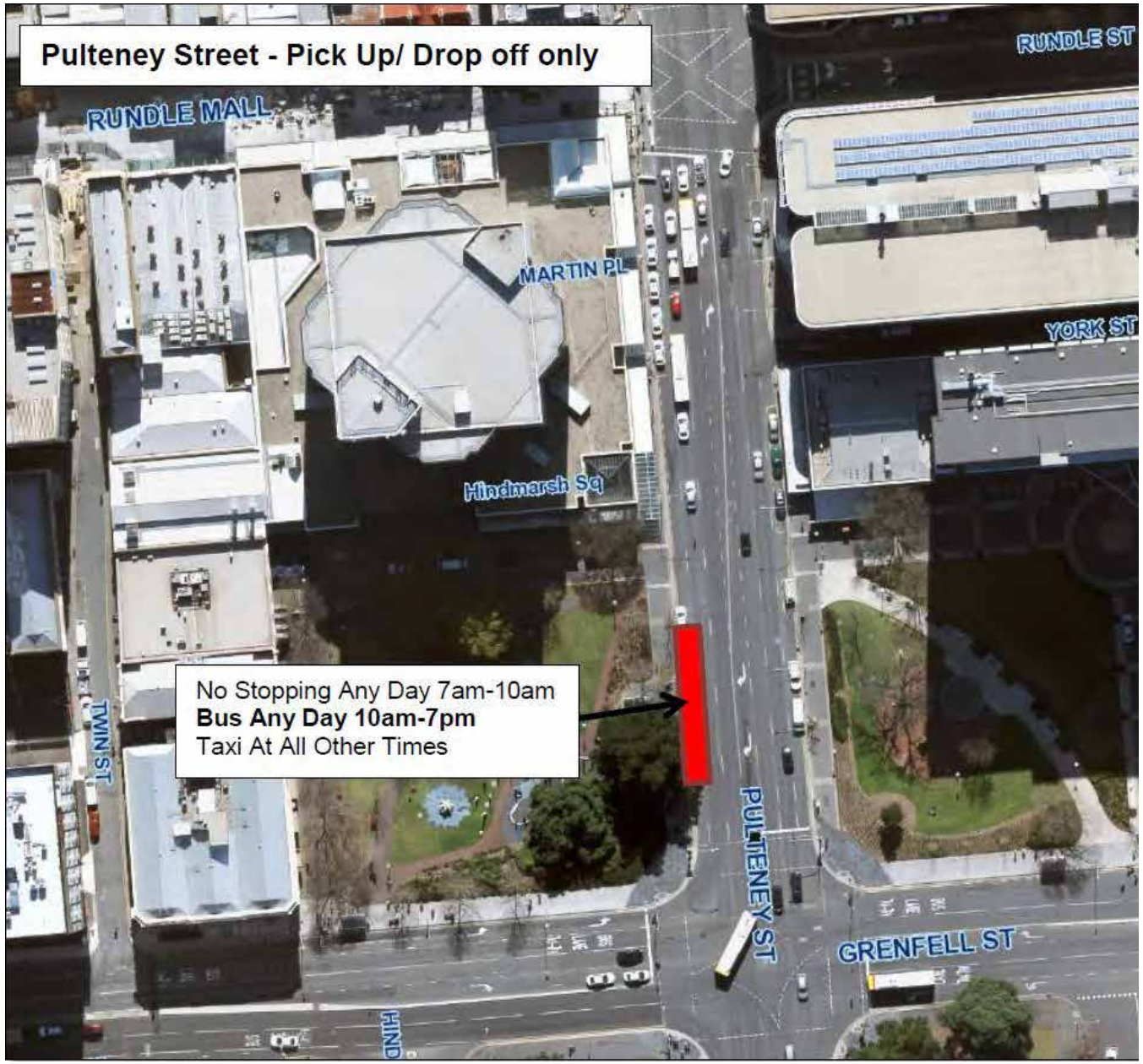
- Packaging products/experiences together – thematic trails/tours
- Linking different metropolitan areas and complementary experiences
- Linking metro with regions and outer metro areas that are not well serviced by public transport or tours
- Multi-lingual tours, brochures, guides, web info
- Explore Aboriginal cultural tourism opportunities, or how to incorporate it into your offering

Tools Available to Industry

- Tour operators can display their brochure in the Adelaide Visitor Information Centre (space permitting)
- Sign up to receive our weekly ‘What’s On’ and industry ‘City Explorer News’ E-Newslettershttp://www.adelaidecitycouncil.com/sign-up
- If you have any events, load them into our ‘What’s on’ Calendar
- We run monthly training sessions with our 120+ volunteers, come in and present or take them out on famil. We link in and offer this training to Port Adelaide, Glenelg and Adelaide Hills Visitor Information centres too.
- Ensure you’re listed on the ATDW
- Sign up to receive the SATC Tourism News and submit stories or updates to them for SA Stories (developed specifically for media) http://tourism.sa.gov.au/industry/tourism-news.aspx
- Advertise in the Adelaide Visitor Guide with HWR

Coach/Bus Zone Locations in the Adelaide CBD




Pulteney Street - Pick Up/ Drop off only
RUNDLE MALL
RUNDLE ST
MARTIN PL
YORK ST
Hindmarsh Sq
No Stopping Any Day 7am-10am
Bus Any Day 10am-7pm
Taxi At All Other Times
TWIN ST
PULTENEY ST
GRENFELL ST
HIND

Victoria Square - Pick Up/ Drop off only
Hilton Adelaide
The Brasserie
Hilton Adelaide
- Charlie's Bar
SA white wall tyres
1A
Victoria Square
Victoria Square
Victoria Square
Little Tokyo
Square Arcade
Sir Samuel Way Building
District Court
"No Stopping At All Times –
Buses and Coaches Exempt"
Fred Mcmahons
Fruit & Veg
Lucia's Homemade
Fine Foods
Subway
Gouger St
Victoria Square

Peacock Road – Layover Zone
Stop Tram South Terrace
South Terrace
Stop Tram South Terrace
Adelaide Pavilion
"No Stopping At All Times – Buses and Coaches Exempt"
Peacock Rd
Adelaide

Wrap up

- Make it simple for us to tell visitors what there is to do!
- Tell us what you need from us, what would help you.
- Work with us! Partner up across industry!

- We all ultimately have the same underlying goal….

We want visitors to…

Stay longer, spend more, leave happy, tell their friends and come back!