

# Strong Economies

## Experience Adelaide Visitor Centre

To workshop with Council Members their views on the proposed vision and opportunities that can be considered within the new Experience Adelaide Visitor Centre

Adelaide Economic Development Agency  
Ian Hill

## **Experience Adelaide Visitor Centre**

- Funding for fit out and digital components has been allocated from the Australian Government as part of the Adelaide City Deal
- Opportunity to deliver a relevant, modern, one stop, full service visitor information service in Adelaide as a gateway to South Australia
- Utilise technology and infrastructure to enable an enhanced visitor experience exploring the city, beyond the centre
- Studies previously undertaken identified the location should:
  - be a high visitation location and be fully optimised to become a place of discovery
  - capitalise on adjacent or associated attractions
  - create a connected journey to and from nearby attractions with significant existing day/night time footfall
  - form part of an integrated precinct, with access to food and beverage, retail, programmable/hireable spaces, onsite activations, entertainment and events
- To ensure ongoing sustainability of this service, the location should be available at a peppercorn rental
- Opportunity to offer services and create revenue streams to support a business model that is cost neutral

## Key Question

### KEY QUESTION

Do Council Members' have any feedback on the proposed vision and opportunities for the Experience Adelaide Visitor Centre?

# Implications

Implication	Comment
Policy	Not as a result of this workshop
Consultation	Not as a result of this workshop
Resource	Additional resources will be required, subject to preferred option/s and detailed feasibility assessments
Risk / Legal / Legislative	Not as a result of this workshop
Opportunities	Increase visitor spend in the city, increased length of stay (bed nights), increase employment, revenue generation, increase in economic activity

# Experience Adelaide Visitor Centre

## Budget/Financial Implications

Implication	Comment
22/23 Budget Allocation	\$175,000 for current Visitor Information Centre service
22/23 Budget Reconsideration (if applicable)	Not as a result of this workshop
Proposed 23/24 Budget Allocation	Not as a result of this workshop
Ongoing Costs (eg maintenance cost)	Not as a result of this workshop
Other Funding Sources	Australian Government has committed \$4M for supporting delivery of the new Experience Adelaide Visitor Centre as part of the Adelaide City Deal.

# Future Experience Adelaide Visitor Centre

Adelaide Economic Development Agency



# Value of the Visitor Economy



AS OF DECEMBER 2021 (YoY comparisons are the % change of the 2021 figure)

**\$6.2B** (3% of the State's GDP)  
(↑50% from 2020 / ↓18% from 2019)



ADELAIDE

**\$1.9B** (41% of the State's Market Share)  
(↑51% from 2020 / ↓41% from 2019)



REGIONS

**\$2.6B** (59% of the State's Market Share)  
(↑99% from 2020 / ↑24% from 2019)

## Key Insights:

- The Visitor Economy has been impacted by COVID and it is currently not as large as it was pre-COVID in 2019
- 2021 was a stronger year than 2020 for the value of the Visitor Economy
- Regions have gained market share and are now a larger contributor to the Visitor Economy than the metropolitan Adelaide area
- Currently there are 19,000 Visitor Economy Businesses in South Australia

Source: Australian Government - Aus. Trade and Investment Commission Tourism Research Australia  
: National Visitor and International Visitor Survey December 2021



# Major contributors of the Visitor Economy

AS OF DECEMBER 2021 (YoY comparisons are the % change of the 2021 figure)



## HOLIDAY

3 million overnight trips

(↑18% from 2020 / ↓16% from 2019)



## BUSINESS

1.1 million overnight trips

(↓1% from 2020 / ↓43% from 2019)



## VFR (Visiting Friends & Relatives)

1.7 million overnight trips

(↑4% from 2020 / ↓35% from 2019)



## INTERNATIONAL STUDENTS

26,696 (Q1 2022)

(↓11% from Q1 2021 / ↓30% from 2019)

## Drivers for the Visitor Economy:

- Interstate Visitors were a key driver for visitation throughout 2021 (1.4M vs 10K from overseas).
- Key contributors include SA's festivals, events, restaurants and beaches
- Business trips are still down on pre-COVID levels but 2022 has seen an uptake with several conferences being held at Adelaide Oval such as the Australasian Hotel Industry Conference and Exhibition
- Visiting Friends & Relatives increased after long periods of not physically seeing each other due to border closures
- Weddings, funerals and other events such as seeing new born babies were key drivers for family and friends
- Higher education commencements are at 95% of pre-COVID-19 levels but due to border closures in countries such as China, 25% of student visa holders remain overseas.
- Approximately 50% of student visa holders still overseas should return to SA during the year.

Source: South Australian Tourism Commission – Value of Tourism Report  
National Visitor and International Visitor Survey December 2021

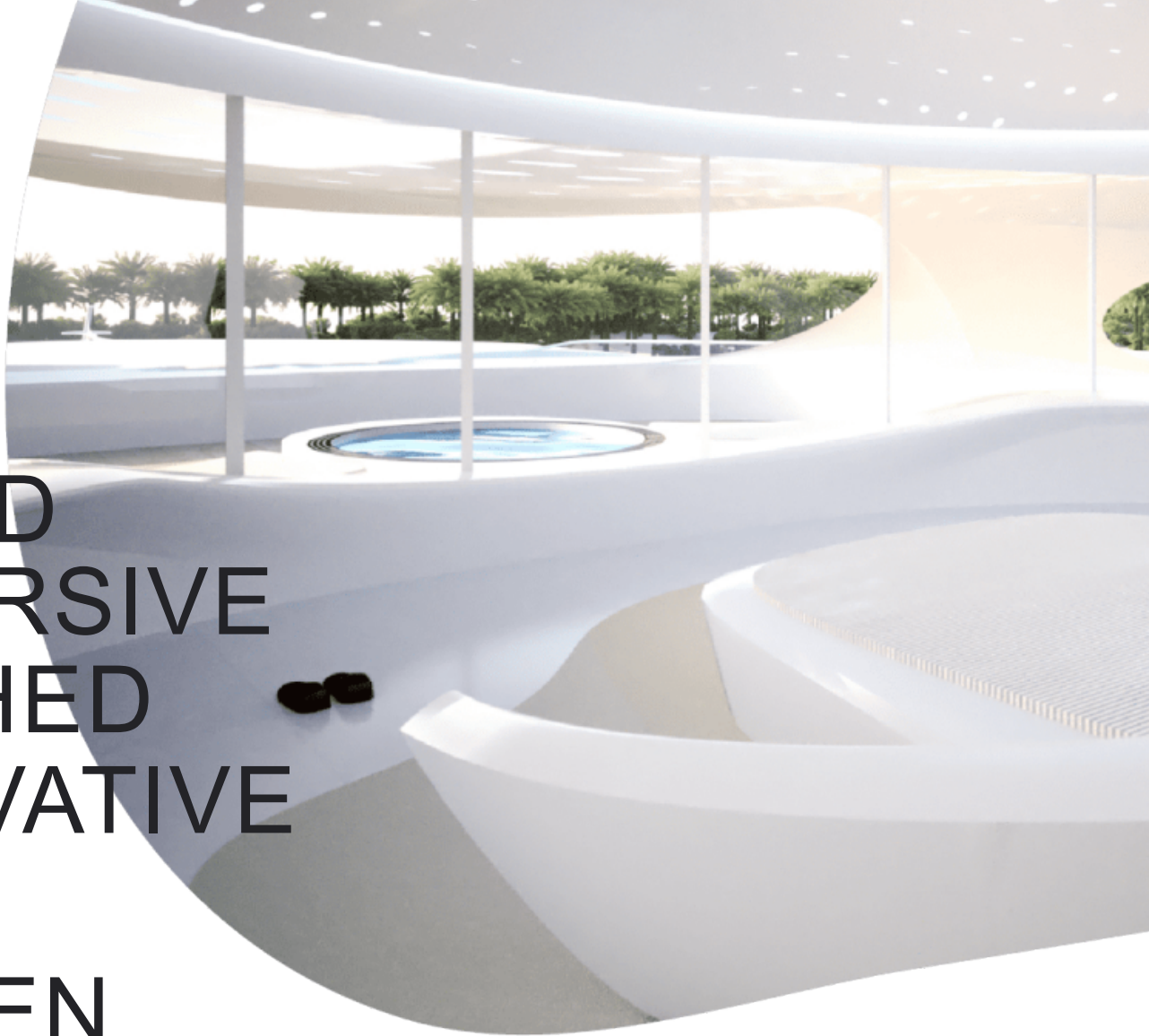
Adelaide Economic Development Agency  
TSI Rankings Report Adelaide

Australian Government – Department of Education, Skills & Employment  
Australian Trade and Investment Commission / StudyAdelaide



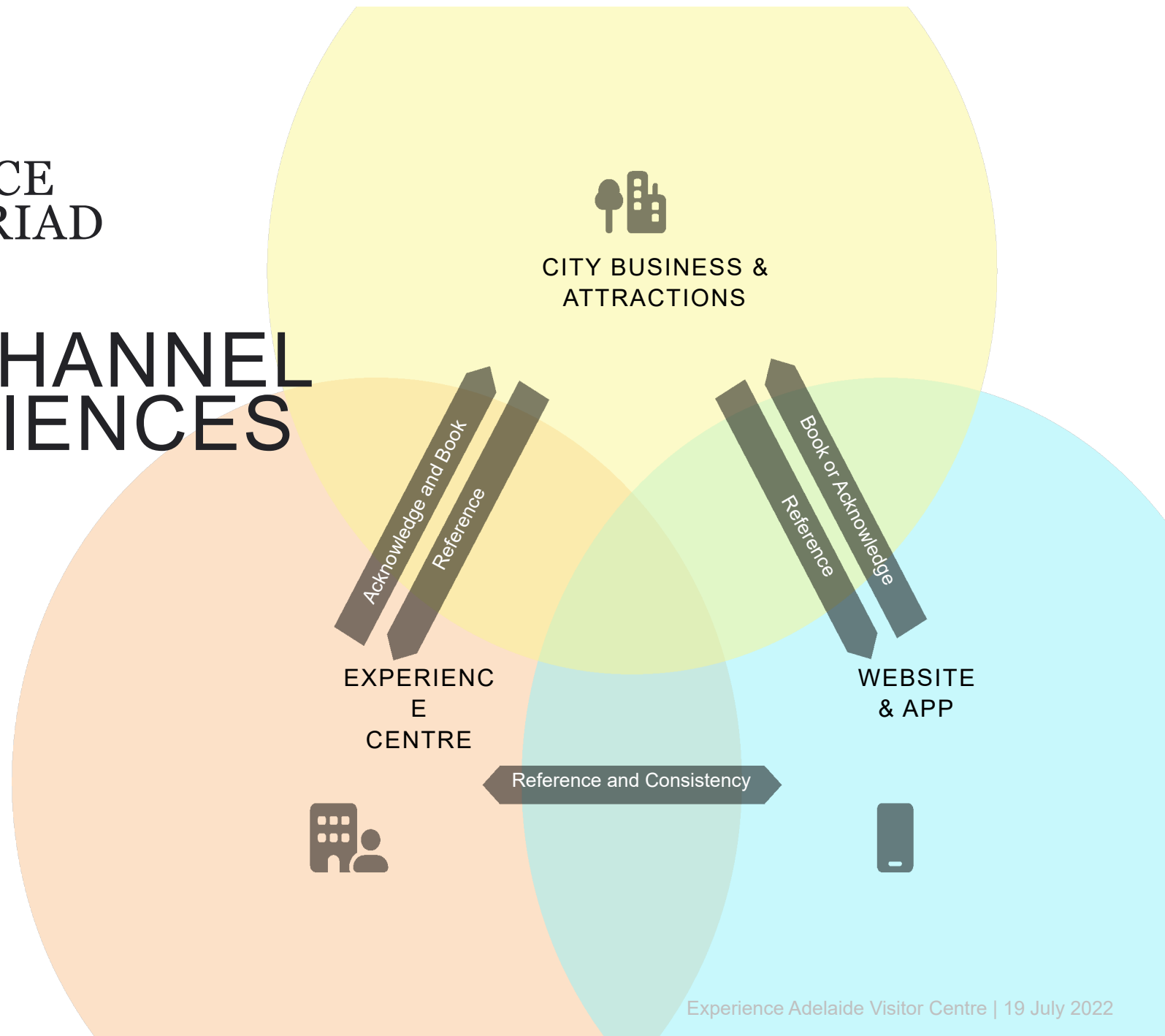
# THE VISION

**CONNECTED**  
**IMMERSIVE**  
**DISTINGUISHED**  
**INNOVATIVE**  
**FLEXIBLE**  
**GREEN**



# EXPERIENCE CENTRE TRIAD

# OMNICHANNEL EXPERIENCES

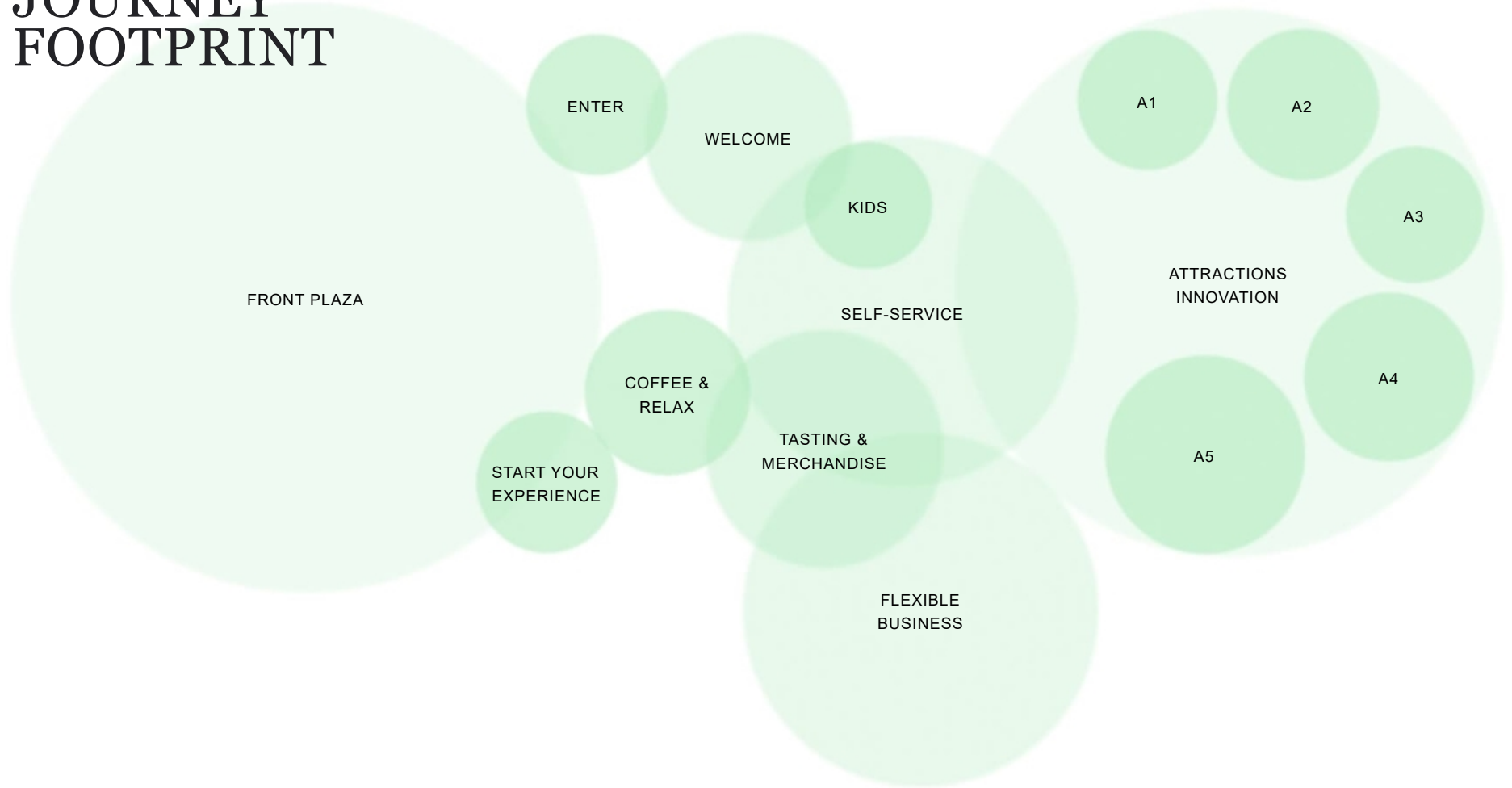


# Experience Adelaide Visitor Centre

Shift perceptions of the Experience Adelaide Visitor Centre away from the current, traditional and increasingly irrelevant format to a new and engaging digitally led visitor experience.

- Experience Adelaide Visitor Centre will be located in a **high visitation location** and be fully optimised to become a **place of discovery**, a **trusted source of information**, and an **attraction in its own right**.
- It should capitalise on adjacent or associated attractions, to be a destination for visitors.
  - Create a connected journey to and from nearby attractions with significant existing day/night time footfall
  - It should form part of an integrated precinct, with access to food and beverage, retail, programmable/hireable spaces, onsite activations, entertainment and events.
  - Natural location for local community activity, visitors staying centrally, transport links.
- Align with CoA branding **“Adelaide. Designed for Life”** to create a recognisable and emotional link with locals.
- A lively vibrant portal for local businesses and attractions to curate and promote the best products and experiences the city and region can offer, featuring local personalities, entrepreneurs and success stories.

# JOURNEY FOOTPRINT

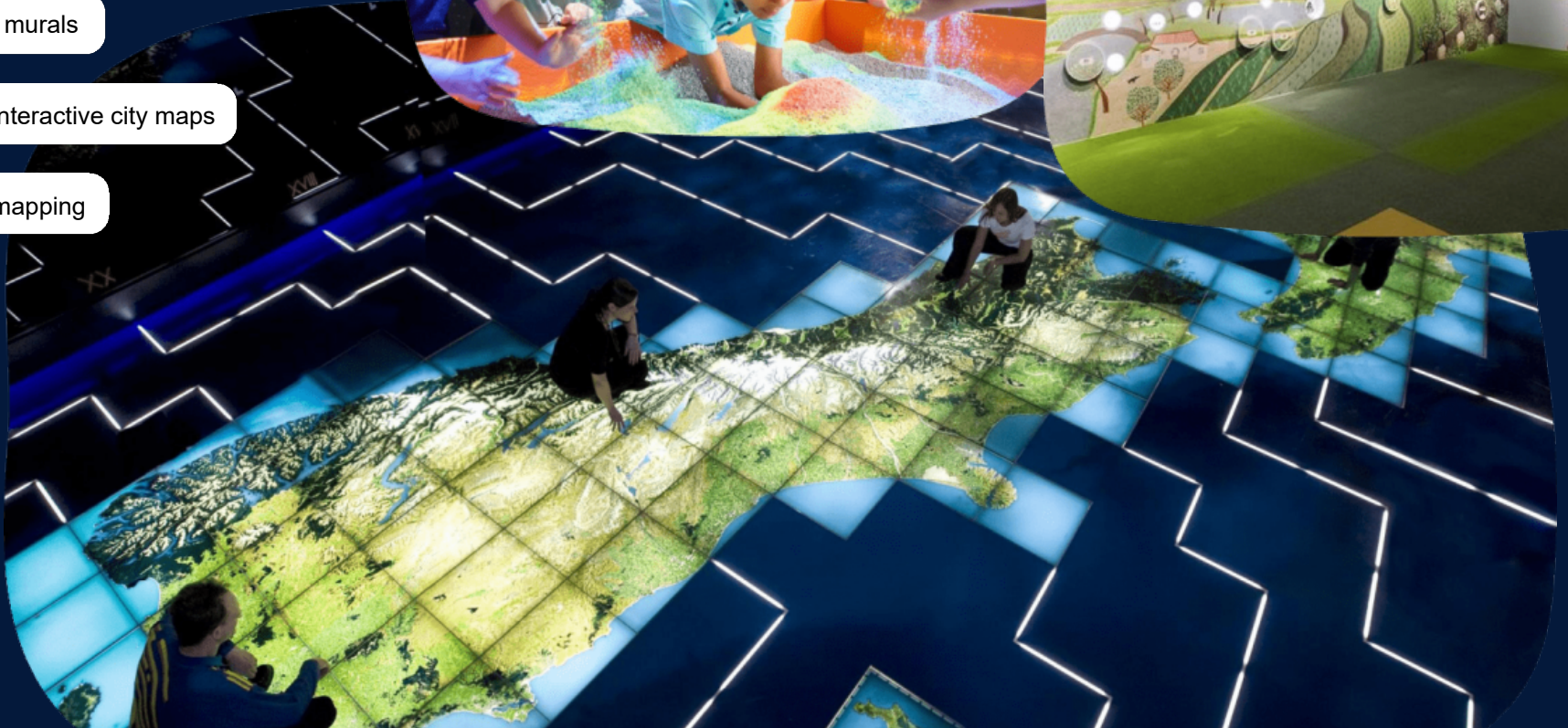


# ATTRACTION ONE

History murals

Interactive city maps

Projection mapping



# ATTRACTION TWO

Body Projection

Artificial Intelligence

Machine Learning



**OPPORTUNITY**  
Share the experience on social straight away. Creates interest and awareness.

**REVENUE**  
Guests can take home a personal photo souvenir.



# ATTRACTION THREE

Pop ups

Local artist exhibits

Augmented Reality

**REVENUE**  
Sponsorship for pop up spaces.

### OPPORTUNITY

Live sharing to social platforms through the app. Create sense of FOMO.

### REVENUE

Sponsorship opportunities for pop up spaces.

# ATTRACTION FOUR

Local artist exhibits

Full scale interactive





**REVENUE**  
Small fee charged for all bookings taken.

# ATTRACTION FIVE

Interactive exhibits

Explore attractions and spaces

Virtual Reality

**OPPORTUNITY**  
Guests can get a glimpse of different attractions and be urged to make a booking.



# SELF-SERVICE POSSIBILITIES

## REVENUE

Book attractions and experiences direct.

## OPPORTUNITY

Artificial Intelligence to suggest attractions based on guest preferences.

## OPPORTUNITY

If foreign language requirements are identified by the Host, the guests will feel special and more at home

## OPPORTUNITY

Speed up the process for guests not requiring an Experience Specialist.

# RETAIL

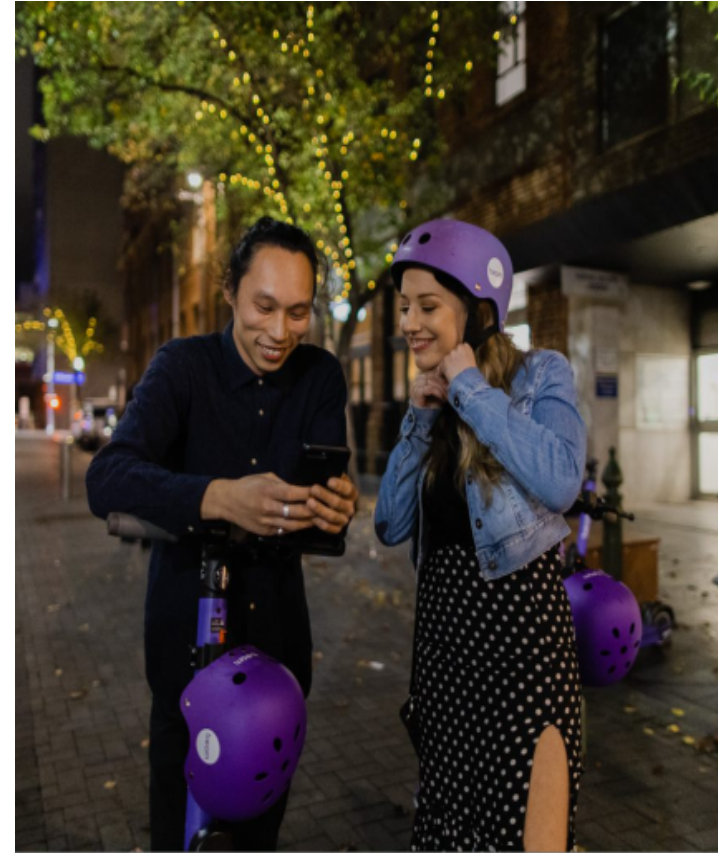
✦ ✦ ✦  
**INSIGHTS**  
Depending on the intent analysis performed by the Host, this step could be interchanged with the self-service area, depending on the requirements of the guest.

**OPPORTUNITY**  
Anything for the guest - purchased goods back to hotel or even home, wherever that may be.

**OPPORTUNITY**  
Guests may try something and be able to self purchase.  
  
The app is a complete eCommerce solution mirroring the products available in the Experience Centre.

**INSIGHTS**  
The Experience Specialists are not focused on selling, more focused on building relationships and trying to make guests' lives better.

# HUB AND SPOKE MODEL





Guests are not leaving the  
Experience Adelaide Visitor  
Centre.

They are starting their  
Adelaide experience.

# Proposed Location – State Library of South Australia

Identified benefits of the State Library being the proposed location for the Experience Adelaide Visitor Centre include:

- Co location links with the Library Board’s vision for service objectives
- Visible and accessible ground floor location
- Proximity to;
  - tourism assets particularly as part of the cultural boulevard
  - public transport
  - Rundle Mall
- Proposed peppercorn rental
- Onsite complimentary food and beverage offering
- Opportunity to be point of commencement for tours
- High footfall in the area with the State Library, Museum and Art Gallery recording the following visitation for 2020/2021:

State Library	Art Gallery	Museum
135,784 visitors	429,424 visitors	402,466 visitors



## Key Question

### KEY QUESTION

Do Council Members' have any feedback on the proposed vision and opportunities for the Experience Adelaide Visitor Centre?