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Title:

Article for the 'Advertiser' - New State Government Tourist Bureau

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NEW STATE GOVERNMENT TOURIST BUREAU.

22.1.73

Our new Tourist Bureau headquarters provides visitors to South Australia with a prestige shop window to the State's many tourist attractions.

For many tourists it is almost the first place they visit and, as such, it is important that they get a favourable impression.

From this point of view the new \$1m. Bureau is already a great success.

Since it opened its doors to the public there has been a dramatic increase in the number of callers - a rise of about thirty per cent.

The tourism business today is intensely competitive, but the success of the new Bureau and the greatly increased tourist facilities it presents shows that we can get at least our share.

This will mean the creation of thousands of new jobs for South Australians.

The new Bureau has not been established in isolation.

It is part of an overall programme to increase our appeal to interstate and overseas visitors - as well as providing better amenities for people who live here.

Projects such as the Bureau, Ayers House, Edmund Wright House and the Festival Centre are strong inducements for people to come to Adelaide.

The greatly expanded and improved facilities in areas such as the Barossa, Riverland and South East regions are incentives for them to stay longer and see more of our State.

The new Bureau is ideally designed and sited to give them the information and assistance needed to enjoy a holiday that I believe cannot be bettered anywhere.