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Speech launching 'Holiday Inns' project, Adelaide

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SPEECH BY THE PREMIER, MR. DUNSTAN, LAUNCHING "HOLIDAY INNS"

PROJECT. ADELAIDE.

26.4.73

MR. ROWE, MR. HENNING, LADIES AND GENTLEMEN:

THANK YOU VERY MUCH FOR ASKING ME HERE TODAY TO LAUNCH A PROJECT THAT WILL, I'M SURE, PROVE TO BE CONSPICUOUSLY SUCCESSFUL.

ANY PROJECT THAT PROVIDES ADDITIONAL EMPLOYMENT, ATTRACTS MORE VISITORS TO SOUTH AUSTRALIA AND WHICH EXTENDS THE RANGE OF FACILITIES AVAILABLE TO RESIDENTS IS WELCOME.

HOLIDAY INNS, BECAUSE OF THEIR INTERNATIONAL REPUTATION FOR EXCELLENCE IN ACCOMMODATION AND SERVICE AND THE ACCESS IT GIVES US TO A WORLDWIDE TOURISM MARKETING ORGANISATION IS WELCOME INDEED.

AND, AT A TIME WHEN AUSTRALIANS GENERALLY ARE ACUTELY AWARE OF THE POTENTIAL DANGERS IN LARGE-SCALE OVERSEAS OWNERSHIP - HOWEVER OTHERWISE WELCOME IT MAY BE - THE FACT THAT THIS PROJECT IS

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FINANCED WITHIN AUSTRALIA, BUILT BY AN AUSTRALIAN COMPANY AND STAFFED BY AUSTRALIANS UNDER A FRANCHISE AGREEMENT GIVES IT A SPECIAL VALUE.

SOUTH AUSTRALIA'S TOURISM DEVELOPMENT OVER THE PAST THREE YEARS OR SO HAS BEEN REMARKABLE AND NOWHERE IS IT MORE EVIDENT THAN IN THIS PART OF THE CITY.

TRUE, WE'VE LOST THE "SOUTH", BUT WITHIN LESS THAN A MILE THE FIRST STAGE OF THE FESTIVAL CENTRE IS NOW NEARING COMPLETION - AND I BELIEVE SOUTH AUSTRALIANS GENERALLY WILL AGREE WITH ME, WHEN THEY SEE THE FINISHED PRODUCT, THAT WE HAVE A STUNNING BUILDING AT BARGAIN BASEMENT COST. IN ADDITION THE AYERS HOUSE SCHEME IS IN ITS FINAL STAGES AND THIS, TOO, IS A PRESTIGE PROJECT THAT WILL BECOME A TALKING POINT WITH TOURIST AND VISITOR ALIKE. JUST DOWN THE ROAD THERE IS THE MAGNIFICENTLY RESTORED EDMUND WRIGHT HOUSE AND FURTHER ALONG NORTH TERRACE, ON A SMALLER SCALE BUT NONETHELESS WELCOME, THE FIRST OF ADELAIDE'S PERMANENT BOULEVARD

CAFES. AND SOON THERE WILL BE HOLIDAY INNS PROVIDING FIRST CLASS ACCOMMODATION FOR TOURISTS AND BUSINESSMEN.

ALL OF THESE, PLUS THE CONTINUING RESTAURANT DEVELOPMENT IN HINDLEY STREET AND ELSEWHERE, GIVES A FOCUS TO OUR TOURISM APPEAL AND PROVIDES AN ENDURING IMPROVEMENT TO THE AMENITIES AVAILABLE TO SOUTH AUSTRALIANS.

WE HAVE ALREADY GONE A LONG WAY TO ESTABLISHING OUR REPUTATION AS THE HOLIDAY STATE OF SUN AND WINE. ATTRACTIONS SUCH AS THOSE I'VE LISTED - TOGETHER WITH PLEASANT, CONVENIENT ACCOMMODATION - AND THE NATURAL BEAUTY OF PARKLANDS AND HILLS MEAN THAT WE CAN ALSO SELL A DISTINCTIVE AND EXTREMELY CONGENIAL LIFE-STYLE AS WELL.

WE'RE NOW LOOKING AT FURTHER WAYS IN WHICH WE CAN DEVELOP TOURISM ON A STATEWIDE BASIS AND EFFECTIVELY SELL WHAT WE HAVE HERE.

I'VE ASKED THE NEW TOURIST DEVELOPMENT ADVISORY COUNCIL TO DRAW UP A BLUEPRINT FOR THIS AND I UNDERSTAND THEY ARE GETTING DOWN TO WORK THIS WEEK. A FUNDAMENTAL PART OF THEIR JOB WILL BE TO ASSESS OUR MOST LIKELY AND PROFITABLE MARKETS AND TO GIVE US THEIR VIEWS ON HOW TO GEAR OUR PROMOTION TO GET THE BUSINESS.

HERE, OF COURSE, THE EXPERIENCE OF HOLIDAY INNS AS THE WORLD'S BIGGEST HOTEL NETWORK WITH A BILLION DOLLARS OF REVENUE EVERY YEAR WILL BE INVALUABLE AND I'M SURE WE'LL BE BEATING ON YOUR DOOR FOR ADVICE - PERHAPS EVEN BEFORE THE DOOR IS UP.

CERTAINLY THE KIND OF IMAGINATIVE PLANNING WHICH HAS GONE INTO THIS PROJECT MEANS THAT HOLIDAY INNS IN ADELAIDE WILL BE ADMIRABLY PLACED TO TAKE MAXIMUM ADVANTAGE OF OUR GREATLY INCREASED TOURISM TRADE.

THIS COMPLEX WILL HAVE FINE CONVENTION FACILITIES AS WELL AS FIRST-CLASS LOW-COST ACCOMMODATION, RESTAURANTS, BARS AND OTHER FEATURES.

AND ONE INNOVATION FOR SOUTH AUSTRALIA IS THAT IT WILL ALSO HAVE JAPANESE-STYLE ROOMS SO THAT VISITING JAPANESE BUSINESSMEN CAN FEEL AT HOME. HOLIDAY INNS HAVE ALSO TAKEN ADVANTAGE OF OUR NEW LIBERALISED LICENSING LAWS AND PARTS OF THE FINISHED HOTEL WILL BE ABLE TO SERVE LIQUOR UP TO 3.00 A.M.

MR. HENNING HAS SAID THE PROJECT WILL HELP PUT ADELAIDE IN THE WORLD CLASS OF TOURIST RESORTS. I AGREE WITH HIM. THE \$5M. PULTENEY PLAZA PROJECT IS A MAJOR BOOST TO SOUTH AUSTRALIA'S TOURISM INDUSTRY AND I NOW HAVE VERY MUCH PLEASURE IN OFFICIALLY GETTING IT UNDERWAY.

THANK YOU.