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Title:

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

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ARTICLE FOR 'THE NEWS'.

STATE GOVERNMENT TOURIST BUREAU.

22.1.73

South Australia's fine new Tourist Bureau has already proved a great success.

Since its doors were opened for business there has been an increase of about thirty per cent in the number of visitors using its facilities.

In an industry as competitive as tourism this is a very good portent for the future.

The \$1m. Bureau is both a prestige symbol of our new-look tourism policies and a part of the overall programme to attract more visitors.

Projects such as the Festival Centre, Ayers House, and Edmund Wright House in Adelaide and the greatly expanded and upgraded facilities in regions such as the Barossa, Riverland and South East are proving a powerful magnet.

This will provide us with literally thousands of new jobs as more and more interstate and overseas visitors head for South Australia.

The new Bureau through its modern design and central location is ideally placed to serve our visitors.

It is for many of them the first place they see.

I am therefore delighted that we have such an excellent shop window to a State which offers facilities for a holiday that is truly second to none.