

## CASE STUDY INDIA FAMIL 2024

**THE 2024 INDIA FAMILIARISATION PROGRAM HIGHLIGHTED ADELAIDE'S ICONIC VENUES, LUXURY ACCOMMODATION, AND IMMERSIVE EXPERIENCES. IT CREATED STRONG RELATIONSHIPS WITH INDIAN DELEGATES AND POSITIONED ADELAIDE AS A PREMIER GLOBAL BUSINESS EVENTS DESTINATION.**

### OVERVIEW OF THE EVENT

Twelve delegates from India, who attended 'Australia Next' in Cairns, enjoyed a post-famil program in Adelaide from Wednesday 11 to Saturday 14 September 2024. Hosted by *Business Events Adelaide*, the itinerary showcased Adelaide's unique appeal as a business events and incentive destination.

Delegates stayed at the Oval Hotel, and also enjoyed panoramic views from the Oval Roof Climb. On the first day, they travelled to the Adelaide Hills for an authentic Indian dinner at Mount Lofty Estate, followed by a tour of the Sequoia Luxury Lodge.

The next morning included free time at Rundle Mall and a behind-the-scenes Oval tour with former Australian Test batsman, Greg Blewett. In McLaren Vale, guests sampled whisky at Beresford Estate and blended wine at d'Arenberg, finishing with dinner in the illuminated d'Arenberg Cube.

On the final day, delegates visited Cleland Wildlife Park and Monarto Safari Park, experienced the Lions 360, then enjoyed Mustang hot laps and helicopter flights at The Bend Motorsport Park. The trip ended with a formal dinner at Eos by SkyCity.

**BUSINESS EVENTS ADELAIDE'S ROLE IN BRINGING THE EVENT TO LIFE**

**BUSINESS EVENTS ADELAIDE COORDINATED EVERY ASPECT OF THE TRIP, FROM LUXURY ACCOMMODATION AND CURATED TOURS TO EXCLUSIVE BEHIND-THE-SCENES ACCESS AT ICONIC VENUES.**

### WHY ADELAIDE WAS CHOSEN

Adelaide offered a compact and unique event destination, combining world-class venues, vibrant city life, and easy access to key attractions. Iconic sites such as Adelaide Oval, the Adelaide Hills, and McLaren Vale, along with unique experiences in wildlife parks, demonstrated the city's potential to host high-impact corporate incentive programs.

### TEAM ADELAIDE SUPPORT

Team Adelaide played a pivotal role in elevating the program. They provided seamless logistical support, guided immersive experiences, and offered personalised engagement. Their expertise and local knowledge ensured every moment showcased Adelaide's unique strengths. This built delegates' confidence in the city's ability to deliver world-class incentive programs and strengthened its position in the Indian corporate incentives market.



## OUTCOME OF THE PROGRAM

In March 2025, a follow-up agent famil was delivered in conjunction with Adelaide’s showcase annual, tradeshow, Destination SA, with flights supported by Singapore Airlines. Nine senior agents from Mumbai and Delhi participated, experiencing key venues across Adelaide, the Adelaide Hills, and the Barossa Valley.

Further engagement in May 2025 included a famil with Wizard Events and six top corporate clients, all responsible for delivering incentive programs. During December 2025, Adelaide welcomed a further 11 Indian agents as part of the Australia Next program, continuing to build awareness of the destination.

## IMPACT ON ADELAIDE

This initial engagement has led to continued momentum in the Indian market, successfully strengthening relationships between *Business Events Adelaide* and key Indian agents. Its impact is evident in the series of follow-up famils that have since taken place, highlighting sustained interest from one of the world’s fastest growing economies.

## PROGRAM HIGHLIGHTS

- Accomodation at the Oval Hotel, Australia’s only hotel located within a major sporting arena
- The Oval Roof Climb with panoramic views of the city and coastline
- Behind-the-scenes tour of Adelaide Oval, including interaction with Greg Blewett
- Culinary experiences at Mount Lofty Estate and d’Arenberg, including wine blending
- Wildlife encounters at Cleland Wildlife Park, and lion feeding experience at Monarto Safari Park
- Activities at The Bend Motorsport Park, including Mustang rides and helicopter flights
- Final formal dinner at Eos by SkyCity, attended by the South Australian Minister for Tourism

**“A LOT OF CLIENTS ARE SEEKING NEWER DESTINATIONS WITH NEW EXPERIENCES. ADELAIDE COVERS ALL THE ACTIVITIES ON THE BUCKET LIST THAT A CLIENT WOULD REQUIRE FOR MEETINGS, INCENTIVES, CONFERENCES, AND EXHIBITIONS.”**

KRITIKA KUNDEN, INDIA FAMIL 2024



**1.43b**  
INDIA'S POPULATION

**28,495**  
INDIAN STUDENTS IN AUSTRALIA

**23,000**  
INDIAN VISITORS TO SA IN 2025

**#6**  
SA'S 6TH LARGEST IN-BOUND TRAVEL MARKET

**74**  
AVERAGE AMOUNT OF NIGHTS SPENT IN SA

