

CASE STUDY CHINA INFINITUS GROUP 2025

THE INFINITUS JIYANG INCENTIVE PROGRAM 2025 DELIVERED A HIGHLY IMMERSIVE ADELAIDE EXPERIENCE, DEMONSTRATING THE CITY'S ABILITY TO HOST LARGE-SCALE INTERNATIONAL INCENTIVE GROUPS, WHILE OFFERING AUTHENTIC METROPOLITAN AND REGIONAL EXPERIENCES.

OVERVIEW OF THE EVENT

Infinitus (China) Company Ltd (Infinitus) is one of the world's leading direct selling organisations, specialising in Chinese health and wellness products. Each year, Infinitus rewards the achievements of its top-performing employees with an overseas trip through the incentive program.

More than 1,100 delegates arrived in Adelaide in early September to participate in a five-day itinerary that combined professional engagement, cultural discovery, and leisure activities across South Australia. Delegates were accommodated across eight hotels located in Adelaide's CBD, Glenelg and Mawson Lakes, providing convenient access to key event venues and tourism precincts.

Tourism operators in the Barossa Valley, Adelaide Hills and Fleurieu Peninsula contributed to regional excursions, including a half-day winery experience at Château Tanunda, a wildlife experience at Cleland Wildlife Park, and the Cockle Train experience operated by SteamRanger Heritage Railway in Victor Harbor. Metropolitan experiences, including visits to the Adelaide Botanic Garden and HandleBar, further complemented the program. The integration of metropolitan and regional experiences demonstrated Adelaide's ability to deliver a unique, high-quality incentive program.

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

SINCE SECURING THE EVENT IN 2018, BUSINESS EVENTS ADELAIDE HAS PARTNERED WITH INFINITUS AND KEY GOVERNMENT, TOURISM, AND INDUSTRY STAKEHOLDERS TO DELIVER A WORLD-CLASS INCENTIVE EXPERIENCE.

WHY ADELAIDE WAS CHOSEN

Adelaide was selected as the host destination due to its affordability, high-quality infrastructure and ability to deliver premium experiences within close proximity to the CBD. Despite significant investment in hotels and city infrastructure, Adelaide remains Australia's most cost-effective capital city, offering exceptional value for large-scale incentive programs.

The success of the incentive program reinforced Adelaide's strengths as an 'experience city', with easy access to wildlife, culture, food and wine, team-building activities and world-class regional destinations. The program demonstrated Adelaide's capacity to host large-scale international incentives while delivering culturally relevant, memorable experiences aligned with client objectives.



TEAM ADELAIDE SUPPORT

The success of the Infitus incentive was underpinned by strong collaboration across Team Adelaide.

Business Events Adelaide coordinated detailed site inspections for key Infitus representatives in July 2024 and May 2025 and worked closely with hotels, venues and suppliers to manage logistics across multiple locations.

On arrival, delegates were greeted at a dedicated welcome desk at Adelaide Airport, followed by digital welcome signage displayed across the airport and throughout the city, supported by Adelaide Economic Development Agency. Additionally, each delegate received a personalised welcome letter signed by the Lord Mayor of Adelaide.

Chinese-speaking volunteers coordinated by StudyAdelaide were engaged to provide on-site visitor information support at key program locations, including Rundle Mall and Victoria Square.

“WE RECEIVED ENDLESS SUPPORT FROM BUSINESS EVENTS ADELAIDE. I WOULD LIKE TO EXTEND MY SINCERE THANKS TO YOUR TEAM MEMBERS.”

MANAGEMENT FROM INFINITUS (CHINA) COMPANY LTD.



OUTCOME OF THE PROGRAM

The incentive program delivered significant economic and strategic outcomes for South Australia across both metropolitan and regional areas. Beyond the immediate financial contribution, the program reinforced Adelaide’s capability to deliver complex, large-scale international incentive programs.

IMPACT ON ADELAIDE

The Infitus incentive visit has contributed to reinforcing Adelaide’s position as a leading destination in the Asia-Pacific region. The program is part of a growing pipeline of international corporate incentives from Greater China, Malaysia and India, with upcoming groups projected to collectively contribute more than \$10 million to the South Australian economy.

International media exposure generated through Chinese journalists who joined the group has further elevated South Australia’s global profile, showcasing Adelaide’s corporate incentive capabilities, visitor experiences and regional diversity to audiences across China.

Sustainability initiatives were embedded throughout the program. Group transfers and walkable city routes were prioritised to reduce reliance on individual transport, helping to lower the event’s carbon footprint.



PROGRAM HIGHLIGHTS

- A public wellness session held in Victoria Square featured traditional Chinese wellness activities, aligning closely with Infitus’ wellness philosophy while creating a highly visible activation in the heart of the city.
- The Welcome Reception at Adelaide Town Hall provided official recognition of the groups prestige, while the Gala Dinner at the Adelaide Convention Centre brought together Infitus leadership, South Australian government representatives and tourism stakeholders including South Australia’s Minister for Tourism, the Hon. Zoe Bettison MP, and Tourism Australia’s Managing Director, Robin Mack.
- A Welcome to Country ceremony and cultural dance, formally recognising Aboriginal cultural heritage was included as part of the Gala Dinner.