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1954  
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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING VINTAGE TOURS

PTY. LTD. ADELAIDE.

6.1.73

MIKE AND GREG, LADIES AND GENTLEMEN;

NOT EVERY NEW BUSINESS CAN CLAIM THAT IT'S BRIGHTENING A CITY'S STREETS OR THAT IT'S PROVIDING A LOT OF FUN. VINTAGE TOURS - TO USE MIKE'S AWFUL PUN - "THE BUSINESS THAT LOOKS FORWARD TO GOING BACKWARDS" - IS DOING JUST THAT AND IS HELPING AN IMPORTANT INDUSTRY AS WELL.

WE'VE ALWAYS BELIEVED THAT OUR VARIOUS TOURIST ATTRACTIONS MUST BE DEVELOPED AS A PACKAGE AND THAT EACH ONE COMPLEMENTS THE OTHER. IT'S NO USE SPENDING THOUSANDS OF DOLLARS TO GET PEOPLE HERE IF THERE'S NOTHING FOR THEM TO DO WHEN THEY ARRIVE.

2.

THAT'S WHY PROJECTS SUCH AS THE FESTIVAL CENTRE, AYERS HOUSE, EDMUND WRIGHT HOUSE, AND SO ON, ARE SO IMPORTANT TO THE TOTAL PICTURE. VINTAGE TOURS, WHICH PLANS TO MAKE USE OF THEM TO PROVIDE IT'S OWN DISTINCTIVE BIT OF COLOUR ON TOP, IS A VERY WELCOME ADDITION TO THESE DEVELOPMENTS.

THERE IS, OF COURSE, VERY MUCH MORE TO TOURISM THAN PROVIDING FUN AND COLOUR - THOUGH THEY HAVE THEIR PLACE. THE GOVERNMENT'S INTEREST IN HELPING THE INDUSTRY IS THAT IT'S A RAPID, ECONOMIC, NON-POLLUTING WAY OF PROVIDING JOBS.

THE FIRST FRUITS OF THE TOURISM BOOM ARE ALREADY WITH US. I AM CONFIDENT THAT WITHIN A FEW YEARS, AT THE PRESENT RATE OF PROGRESS, TOURISM WILL BE A MASSIVE MONEY EARNER FOR SOUTH AUSTRALIA.

A RECENT STUDY BY THE STATE RESEARCH BUREAU OF OHIO CALCULATES THOSE BENEFITS FLOWING FROM EVERY 100 VISITORS EACH DAY OVER A ONE YEAR PERIOD:

- 100 NEW JOBS.
- \$675,000 IN PERSONAL INCOME TO SUPPORT 333 PEOPLE.
- \$130,000 IN BANK DEPOSITS.
- 100 NEW HOMES.
- OWNERSHIP OF 133 CARS.

WE CAN ANTICIPATE SIMILAR SPIN-OFF BENEFITS, AND I'M SURE THAT WITHIN A FEW YEARS TOURISM WILL PROVIDE THE STATE WITH LITERALLY THOUSANDS OF NEW JOBS.

FURTHER, FOR THOSE OF US THAT LIVE HERE, SOUTH AUSTRALIA - AND ADELAIDE - WILL BE A BETTER, BRIGHTER PLACE.

MIKE AND GREG CAN OBVIOUSLY SEE ITS POTENTIAL TOO, AND THEIR DECISION TO GET IN ON THE GROUND FLOOR, AND SO BACK TO THE HORSE

AND BUGGY IN THE DAYS OF DEVELOPING DIAL-A-BUS, IS A WISE ONE AND I'M SURE IT WILL BE A PROFITABLE ONE.

THEY'VE GIVEN ADELAIDE A FINE NEW LEISURE SERVICE. IN FACT I THINK WE ARE THE FIRST CAPITAL CITY TO HAVE THIS FACILITY ON A REGULAR BASIS.

I WISH THEM EVERY SUCCESS IN THIS LATEST ADDITION TO THE NOSTALGIA AND TOURISM BUSINESS.

THANK YOU.