

Overseas Travel – (23rd – 27th November 2016)

Chief Executive and public sector employees

No of Travellers	Destination	Reasons for Travel	Outcomes of Travel	Travel Itinerary	Total Cost of Travel	Travel Receipts
2	New Zealand	To promote the 2017 TDU at New Zealand's largest bike event, the Lake Taupo Cycle Challenge LTCC has approximately 15,000 participants covering many ranges of riding abilities. Participants travel from all over the world to ride and compete This is an opportunity to promote direct to a concentrated group of cycling enthusiasts The 2016 LTCC is the 40th anniversary of the ride and they are extending the expo for another day, offering additional opportunity to reach cycling enthusiasts.	Lake Taupo Cycle Expo 10am – 10pm - Friday 25 November Staff set up a 3x3m stand with trade walls promoting the Santos Tour Down Under and its Associated Events. The stand had South Australian regional guides and TDU specific flyers along with TDU giveaways (bags, bandanas and phone wallets). Public were encouraged to sign up to the TDU and SATC database by entering a competition to win a trip for 2 to experience the TDU in Australia 2017 Over 400 entries were received There was a constant stream of people through the doors for the 12 hours There was a good interest from people attending in the stand with a large proportion already knowing about the event and having a keen interest in attending (2017 or future) The public who were unaware of the TDU were very interested in finding out more about the event. Ride Holidays, a TDU specialist, was also exhibiting and we	Attached	Receipts 659 60 Flights 2220 30 Acc 1117 89 Car 442 75 Postage 1,332 49 Booth 1005 16 Total \$6,778 19	Attached

			<p>discussed the TDU and the LTCC</p> <p>12noon – 6:00pm - Saturday 26 November</p> <p>For the first time the LTCC enabled exhibitors to move outdoors on the Saturday for the official ride finish area</p> <p>There were 5 exhibitions on site The location was not central for finishing riders to pass, all exhibitor stands was very slow, we attribute this mainly to the weather (raining on and off) as well as the exhaustion of riders having completed 160km.</p>			
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Approved for publication by Executive Member – *Hitaf Rasheed* 24/2/2017

Signed
Hitaf Rasheed, General Manager Events South Australia

Note These details are correct as at the date approved for publication Figures may be rounded and have not been audited