

MEDIA RELEASE

November 22, 2017

Adelaide Airport businesses adopt world first Chinese visitor app

Adelaide Airport has signed up for the ground-breaking UWAI Chinese visitor app, to help incoming passengers overcome the language barrier and make it easy for Chinese to engage with local businesses.

All of Adelaide Airport's retail and dining establishments are now registered on the new app, which allows visitors to search and interact within the terminal as well as other locations across Adelaide.

UWAI – which translates as 'travel abroad' – had its global launch in South Australia with more than 1,000 local listings ranging from wineries to restaurants and tourism experiences.

Smart decals have been rolled out to all airport businesses, meaning information is easily and immediately accessible even before they download the app. Chinese visitors will see details on how welcoming South Australian businesses are to Chinese visitors as soon as they arrive off the aircraft and enter the terminal.

UWAI Founder, Simon Henry, said the app would allow businesses to engage with Chinese visitors and at the same time ensure these visitors have a great experience while here.

"We want Chinese visitors to feel welcome and have a great time by visiting more local businesses and experience more local offerings," Mr Henry said.

"At the same time, South Australian businesses, including those at the airport, can increase their level of interaction with Chinese visitors and as a result increase revenue from this rapidly increasing market sector."

Adelaide Airport Managing Director, Mark Young, said getting all dining and retail establishments in the airport terminal on board was an important step in creating a positive first impression for Chinese visitors.

"With our direct China Southern and Cathay Pacific services, we want to ensure Chinese visitors feel welcome and can immediately access information on what we have to offer as soon as they step off the aircraft," Mr Young said.

"The UWAI app is a great initiative and will give South Australian businesses an edge in increasing the retail spend by visitors."

Chinese visitors are the fastest growing, highest spending inbound market for South Australia, contributing \$352 million a year into the visitor economy.

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