

## **“We have Contact” – Taxis Promoting Adelaide and SA Tourism**

The Taxi Council is pleased to announce the release of the Taxi Tourism CD and Resource Pack “*We have Contact*”. The CD and other materials were produced with the co-operation of TDTSA, the Taxi Council, Tourism SA and the Department of Further Education, Employment, Science and Training.

It is important to realise that Taxi Drivers can play a very important role in advertising and promoting both Adelaide and South Australia. Often being the first point of contact with visitors or tourists, Taxi Drivers can be a great advertisement for the city and state, particularly if they possess local knowledge regarding activities or attractions that visitors and tourists might like to see. A knowledgeable cab driver who is able to inform visitors about good places to eat, visit or stay can be extremely helpful to visitors or tourists to Adelaide and is certainly more likely to get a re-booking or tip!

Content	Time
1 Accommodation and food	4:11
2 Entertainment	4:01
3 Arts and culture	7:09
4 Sports, recreation and cultural events	6:47
5 Shopping	5:05
6 Getting around Adelaide	3:49
7 South Australia's wine regions	6:28
8 Adelaide Hills and Fleurieu Peninsula	5:40
9 Kangaroo Island	4:08
10 Barossa region and Clare Valley	5:24
11 Murraylands and Riverland	6:44
12 Limestone Coast	3:05
13 Yorke Peninsula and Eyre Peninsula	7:02
14 Flinders Ranges and the Outback	7:05

**We Have Contact**  
Taxis promoting Adelaide and SA Tourism

This package contains a CD of 14 separate audio tracks relating to areas of interest about Adelaide and regional South Australia, a 'Tourist Information Guide for Taxi drivers' and an 'Adelaide HIP Guide'.

It is intended that visitors to South Australia can listen to selected tracks from the CD while travelling by taxi from point of pick-up to their destination.

Logos include: TDTSA, Taxis Adelaide, ISI 008, TCSA, TAFESA, South Australia Works, South Australia, Department of Further Education, Employment, Science and Training, and others.

produced by ESP Production House

The Taxi Driver is in a unique position of being able to play the role of a “mini tour-guide”, providing information on Adelaide, South Australia, its sites and attractions. The “*We have Contact*” CD provides the Taxi Driver with a resource to learn and thus pass on this information. The CD comprises 14 tracks containing information on Adelaide in topics such as: Getting around Adelaide, Accommodation and food, Entertainment, Arts and Culture and further tracks containing information on South Australia’s wine regions and other attractions like the Flinders Ranges and Kangaroo Island.

The information on the CD is detailed and informative and comes with a Driver Information Booklet that contains further information for the Taxi Driver to refer to if they need to provide more information about Adelaide or SA. The Information Booklet also contains some hints and tips from some of Adelaide’s most experienced drivers on how to deliver better customer service.

To go with the CD and Information Booklet, a copy of the “Hip Guide” has also been added. The “Hip Guide” is a handy, quick and easy to read and learn hand-book with a short list of pubs, clubs, restaurants and accommodation in Adelaide – very useful if you are asked by a passenger for quick information on the Nightlife in Adelaide.

“*We have Contact*” will be an extremely valuable resource to the taxi driver, especially if they are new to the job or new to South Australia. However, even experienced drivers will gain knowledge and information that they might not have known.

There should be a copy of "*We have Contact*" in every Taxi in Adelaide in the very near future.

SO, if you are a Taxi Driver, have a listen to the CD and a read of the Information Booklet and Hip Guide. You'll learn a lot and be able to deliver a better service to customers.

OR, if you are a customer, or someone who is going to be visiting Adelaide and South Australia in the near future, when you arrive, ask the Taxi Driver about something you would like to do in Adelaide or SA, be it shopping, dining, or exploring – the "*We have Contact*" CD and the Driver will be able to help!