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ACTA DELIVERS OVER \$62M TO SOUTH AUSTRALIA AT EOY

ACTA (Adelaide Convention Tourism Authority) has released its end of calendar year results and the news is all good.

The crowning glory to a successful half year was the announcement that Adelaide will host the 2014 World Aquaculture conference (held every four years). This four day event alone will inject up to \$11.5m into the state's economy with more than 3,000 expected delegates and 200 exhibitors from across the globe.

Other achievements for the July – December period include:

- Events secured for the period will result in 88,790 bed nights for Adelaide and regional South Australia (up 22% on budget)
- The economic impact from these events will be \$62.8m (up 25% on budget)
- Whilst the number of actual events won is down on the same time 08, ACTA has, in light of the global economic situation, been strategic in its approach and targeted larger more profitable events.
- Eight of the events secured over the six month period are international events – this is three more than for the entire 08/09 financial year.

The bid wins for the period include the following major events:

- World Aquaculture (see above)
- 19th Biennial Congress of the Association of Enterostomal Therapists to be held in April/May 2012
- Mainstreet Australia National Conference to be held in April 2011
- 2011 Mental Health Services Conference

ACTA CEO, Damien Kitto said "we're thrilled with the results to end 09. Of significance is the number of successful international conference bid wins – particularly in light of the GFC which, whilst not having the impact in Australia that it did in other regions, has proven that our focus in highlighting Adelaide as an easy and affordable destination with world class facilities has been successful. With such a significant result over budget and over the same period 2008, the benefits that will inflow to the SA business sector are considerable in both the immediate – to businesses involved in tourism and conventions and in the long term as we showcase South Australia's facilities and expertise in the areas in which the conventions are focussed. I'm pleased also to report that our Conventions Adelaide Program* has been instrumental in assisting us secure many of these international conventions."

He continued "For the first half of 2010, our focus will continue the momentum we have achieved showcasing South Australia to the global community. We, along with our Team Adelaide partners will be undertaking sales and marketing activities in Asia, Europe and New Zealand in the coming months with further details to be released in the near future."

*Conventions Adelaide is strategic initiative that commenced in March 2008. An ambassador based program, it includes 65 South Australian industry leaders from the business, medical, scientific and academic fields who have the ability to identify national and international business events within their genre and work alongside ACTA in securing the event for Adelaide. Thus far, the programme has secured 13 international event bid wins representing some \$52m in economic impact for South Australia.

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