



ADELAIDE CONVENTION BUREAU DEFIES THE GFC WITH A STRONG YEAR

Despite the ongoing effects of the GFC, The Adelaide Convention Bureau has closed the 2009/2010 in a strong position with all targets being exceeded with respect to the number of bed nights and the economic impact the business events secured by the Adelaide Convention Bureau and Team Adelaide will bring to South Australia.

Highlights at the end of the 2009/2010 year include:

	Target	Actual	+ / - %
<u>Bed Nights</u>	145,000	152,000	+5 on budget / +12% on last year
<u>Economic Impact</u>	\$100m	\$104,116,082	+4% on budget, +25% on last year

Damien Kitto, CEO, Adelaide Convention Bureau said “the above figures are exceptional, particularly in light of the economic downturn throughout the world – we know many destinations, organisations and Destination Management Companies have reported their figures will be down on both budget and the previous year. Its testament to the Bureau Team – and Team Adelaide’s decision to focus on all that is unique to Adelaide and South Australia through the 5 key messages as launched earlier this year as part of our new name, logo and brand strategy”

“Of all figures released, we’re most proud of our international event wins results”, said Mr Kitto.

“One of our KPI’s this year was to focus on increasing our international business. Looking at the figures – and we will have some more good news shortly - clearly the strategy we put in place and the tactics used to deliver upon it were absolutely the correct ones to employ” he said.

International bid wins:

Total bids won 8 representing an increase of 60% more than last year. International event bid wins include:

19th Biennial Congress of the Association of Enterostomal Therapists: May 2012, 1,000 delegates, 6,165 bed nights, \$4.8m forecast state economic impact Asia Pacific Conference on

Sustainable Energy and Environmental Technology (APCSEET): July 2011, 200 delegates, 684 bed nights, \$535K forecast state economic impact

World Aquaculture Congress: June 2014, 3,000 delegates, 14,792 bed nights, \$11.5m forecast state economic impact

Conference of the International Commission on Irrigation and Drainage & Irrigation Australia Ltd: June 2012, 800 delegates, 4,930 bed nights, \$3.8m forecast state economic impact

Those events whose full details cannot be disclosed publicly include...

An International Scientific Convention: November 2012, 600 delegates, 3,415 bed nights, \$2.6m forecast state economic impact
An Asia Pacific Natural Science Conference: July 2012, 350 delegates, 1,194 bed nights, \$930K forecast state economic impact

An International Medical Convention: May 2012, 1,200 delegates, 7,395 bed nights and \$5.8m forecast state economic impact

An Asia Pacific Lifestyle Conference: October 2011 - Regional SA, 600 delegates, 4098 bed nights, \$3.1m forecast state economic impact

Of special note:

International business now accounts for more than 40% of the total bed nights and 42% of the economic impact as compared to last year when it accounted for just 15% and 12% respectively. With such impressive end of year results, the Adelaide Convention Bureau heads into the forthcoming year with another success under its belt. A record number of participants from interstate and overseas (an 18% increase on last year) joined with the highest ever number of local participants at Destination SA* at the end of July.

* Destination SA is the Bureau's premiere, 5 day event showcasing our region's offerings and highlights to buyers and media from interstate and overseas. It comprised a series of famils and one on one meetings with SA businesses in the conferences and incentive travel industry.