

# DESTINATION SOUTH AUSTRALIA

## WHAT

Destination South Australia is an exciting annual business event showcasing the best experiences, products and services available in South Australia to the organisers of all types of business-focussed events.

## WHY

The Adelaide Convention Bureau is conscious of the busy schedules of event organisers and guarantees guests a targeted, easily accessible and highly impactful event.

## WHEN

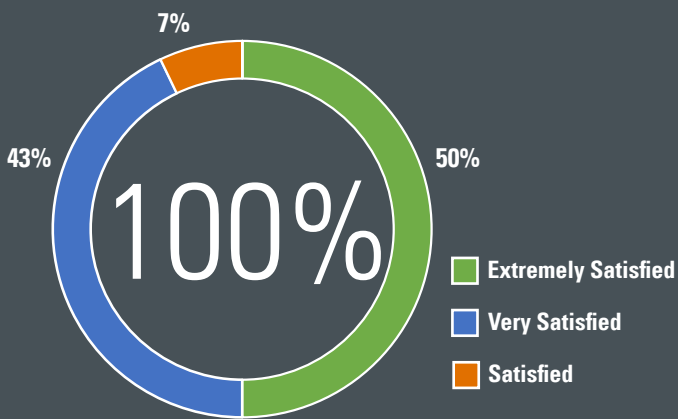
The next event will be taking place during the vibrant festival period of March 2019. Guests of the event are conference, convention, event and incentive organisers from across Australia and the Asia Pacific.

## WHO

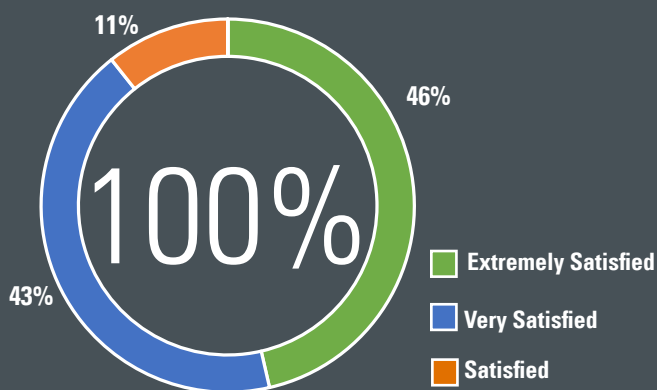
Decision makers that plan conferences, events or incentives with the potential to come to Adelaide, South Australia, or those seeking solutions for events already confirmed for the destination, should contact the Destination South Australia team for further details.

[sales@adelaideconvention.com.au](mailto:sales@adelaideconvention.com.au)

## OVERALL SATISFACTION WITH DESTINATION SOUTH AUSTRALIA 2016



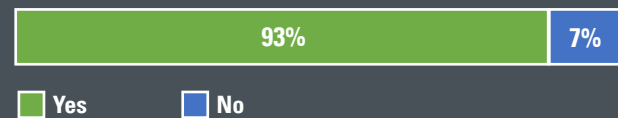
## OVERALL, HOW SATISFIED WERE YOU WITH ADELAIDE, SOUTH AUSTRALIA AS A BUSINESS EVENTS DESTINATION?



## LIKELIHOOD OF SELLING ADELAIDE, SOUTH AUSTRALIA AS A BUSINESS EVENTS DESTINATION?



## HAS YOUR PERCEPTION OF ADELAIDE, SOUTH AUSTRALIA AS A BUSINESS EVENTS DESTINATION POSITIVELY CHANGED FOLLOWING DESTINATION SOUTH AUSTRALIA 2016?



## AS A RESULT OF YOUR ATTENDANCE AT DESTINATION SOUTH AUSTRALIA 2016, WILL YOU CONFIRM OR BRING A FUTURE PIECE OF BUSINESS TO SOUTH AUSTRALIA?



## POST EVENT FEEDBACK

"Destination SA really highlighted to me all that Adelaide and SA has to offer, most of which I wasn't aware of before. I would certainly be more inclined to suggest this is a destination for our client events following this."

**Anastasia O'Riordan, The Association Specialists**

"The perfect sized Australian city that thinks outside the box for business events."

**Oscar Van Elten, Australian Dental Association**

"South Australia is a superb destination for a business event. You can be confident of achieving successful programs that meet both your business social objectives."

**Laura Richards, The Conference Business**

DESTINATION SOUTH AUSTRALIA IS AN INITIATIVE OF THE

