



13 February 2014

BUSINESS TOURISM POURING INTO ADELAIDE - 40 EVENTS IN 6 MONTHS NAME ADELAIDE AS THEIR HOST CITY

Adelaide Convention Bureau has released results for the first half of this financial year which show a continuing trend of successful bid wins for conferences to be hosted in Adelaide over the coming year's that has exceeded the target by 10.75%.

Events won during the July – December period will bring 16,200 visitors to Adelaide and South Australia generating 63,700 bed nights and \$44.3m into the state's economy.

This figure represents a massive 110:1 return on the Government's investment to the State based on funds put toward the Business Tourism genre July-December.

In attracting business event to South Australia during this period, the Adelaide Convention Bureau's focus on NZ with sales calls as well as a presence at that country's largest business tourism trade show garnered strong interest in Adelaide as a host city and included a win for the new Adelaide Oval with the ANZSLA (Aust NZ Sports Law Assoc) conference to be held there in October.

Damien Kitto, CEO Adelaide Convention Bureau said "the Bureau's successful ongoing strategy for promotion of Adelaide both nationally and internationally over the past 6 months saw almost 2 events per week name Adelaide as their host city. This is an amazing effort by the Convention Bureau staff and our Team Adelaide partners".

Of particular note are five large events that were secured for Adelaide (three from the financial sector). With over 1,000 delegates each – these 5 alone will deliver more than \$22m to the state.

"Our focus at present is on attracting events to be held in 2015 and 2016 as the level of business currently booked for that period is below expectations and coincides with new infrastructure being open for business. As a result, we are sitting on a \$83m pipeline of business with a significant percentage of that business being for 2015 and 2016 events" said Mr Kitto.

Whilst these figures relate to business event bids won July – December 2013, (for events to be held in the coming 12-36 months), the Bureau is also looking to make up for the current deficit in visitors and events after 2013 was well down on 2012 as the competitive nature of the market and bidding offers from rival destinations increased .

2012 – 286 events attracted 74,000 business tourism visitors adding \$180m to the economy

2013 - 193 events attracted 55,000 visitors and added \$137m to the economy

2014 is shaping up reasonably well with 64,000 visitors expected to add \$143m to the economy – this will increase as the year progresses

The annual target in any calendar year for events held during that period – irrespective of when they were won, is \$160m.

About Adelaide, South Australia

- The City of Adelaide is enjoying an unprecedented infrastructure investment across the city
- The \$3b CBD Riverbank development includes a new entertainment and dining precinct as well as a footbridge over the River Torrens connecting the Riverbank Promenade with the Adelaide Oval
- \$535m Adelaide Oval upgrade
- The Festival Centre and Plaza in planning stages
- The redevelopment and upgrade of the Skycity Adelaide Casino due for completion in 2016
- The \$350m, two stage redevelopment of the Adelaide Convention Centre
- \$30m upgrade of the city's premiere shopping precinct – Rundle Mall
- New health precinct including SAHMRI, new Royal Adelaide Hospital and Women's & Children's Hospital
- Named one of Lonely Planet's Top 10 places to visit 2014
- Named 'Australia's wine capital, which doubles as a food mecca' by New York Magazine 10/2013
- Adelaide to be the first film in the National Geographic series about 'Smart Cities of the World'
- Three new hotels with a total 650+ rooms opening in mid 2014



@adlconv



[Adelaide Convention Bureau](#)

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