



## DESTINATION SA REINVENTS ITSELF WARMER DATES PAVE THE WAY FOR NEW EXPERIENCES

For the past 10 years, the Adelaide Convention Bureau's highly successful 'Destination SA' showcase has been firmly established as one of the must attend events for the local, national and international business events sector.

Destination SA has always presented the best experiences, products and services available within Adelaide, South Australia for conference, event and incentive organisers from across Australia and the Asia Pacific.

The fully hosted showcase comprises a highly impactful familiarisation program, interactive social events and a day of targeted pre-scheduled appointments with operators.

The Adelaide Convention Bureau prides itself on innovation and invention - or re-invention where necessary and following close consultation with its clients and members, has taken the step of moving Destination SA from its traditional winter time slot to the warmer festival and major events month of March 2015. Specific dates set are 25<sup>th</sup> to 28<sup>th</sup> March

Damien Kitto, Adelaide Convention Bureau CEO remarked on the advantages of this date change for all concerned.

"Destination SA has run successfully for a decade; however we are always looking to improve and are not afraid of change. Of late we have discussed and received support and suggestion from participants that a warmer month when the city is more active in general would serve to enhance the event's impact even further".

"In March, South Australia experiences some of the best weather in the world and it would be remiss of us not to seize upon this and enable the Bureau and South Australian operators to widen the nature of experiences available, better showcasing the vibrancy of the destination and indeed to capture more impactful marketing footage of the event".

The Bureau has also been conscious of the presence of the Australian Association Forum in July and wanted to avoid any clashes for our clients and members.

More details on a new and exciting Destination SA will be posted on the Bureau's website later this year.



@adlconv



[Adelaide Convention Bureau](http://www.adelaideconvention.com.au)

[www.adelaideconvention.com.au](http://www.adelaideconvention.com.au)

-ends-

Issued for the Adelaide Convention Bureau by Foster Hill PR & Marketing T: +61 8 8271 4211  
E: [suehill@fosterhill.com.au](mailto:suehill@fosterhill.com.au)