



IT'S BEEN A BUSY YEAR FOR BUSINESS EVENTS **\$211m added to the State Economy - thank you very much!**

The Adelaide Convention Bureau has released details of the value of conferences and conventions hosted by Adelaide in 2014 and it's been a bumper year!*

By end December, around 60,000 people will have attended 191 events - an average of 3.67 events every week.

These 191 events add a total of \$211m - or more than \$4m weekly to the state's visitor economy, will have created 1,790 jobs and provided our hotels with more than 214,000 bed nights.

Damien Kitto, CEO, Adelaide Convention Bureau said "2014 has been a very successful year within the lucrative business events sector. The \$211m economic benefit for Adelaide and South Australia over the year affords our stakeholders a very impressive return on investment."

With figures such as these, it is no surprise that bidding for events is highly competitive by destinations the world over. Delegates visiting Adelaide will spend on average, \$632 per day – as opposed \$179 per day for a leisure visitor. In addition, although it's difficult to measure, it is known that around 40% of these delegates will add a pre or post leisure component to their conference visit and/or return to South Australia at a later date with friends or family.

Some of the key events held in Adelaide this year include:

- World Aquaculture Congress (2,600 delegates)
- Conference On Railway Excellence 2014 (700 delegates)
- Asia Pacific Oil & Gas Conference & Exhibition (650 delegates)
- Leading Aged Services Association National Conference (700 delegates)
- Financial Planning Association of Australia National Conference (1,200 delegates)
- 2014 Australasian College of Infection Prevention & Control Conference (550 delegates)
- Australian Professional Society on Alcohol and other Drugs Conference (600 delegates)
- Mortgage Choice Annual Conference (500 delegates)
- Australian Society of Orthodontists 2014 National Congress (1,200 delegates)
- AFL National Coaching Conference 2014 (500 delegates)
- The Annual Scientific Meeting for Leaders in Lung Health & Respiratory Science (600 delegates)

This is not only great news for the visitor economy but also for the growth and development of industry and business. Key industry events will attract delegates from interstate and around the world. A number of events held this year support the developing advanced manufacturing area. Conferences attract global organisations and their executives to Adelaide which is great for local companies in transferring knowledge, fostering innovation and ultimately boosting productivity. Events that operate an exhibition will generate endless trade and investment opportunities. Conferences are truly an economic generator for the State in many ways.

The below chart highlights business events hosted by Adelaide and their value over the past 4 years. Whilst the number of events for 2014 is down on past years, the benefits are far greater.

This is reflective of the Adelaide Convention Bureau's strategy in marketing South Australia to event holders both nationally and internationally.

"In recent times our strategy has been to focus on securing events within specific industry sectors, particularly medicine, science, agriculture and advanced manufacturing. The focus on these genres and on securing higher yielding and larger events has been buoyed since late 2013 with the announcement of a convention bid fund by the State Government.

"This bid fund enables Adelaide to remain competitive in an exceptionally tough market where we face increasingly lucrative offers from rival destinations bidding for the same events as Adelaide" said Mr Kitto.

Tourism Minister Leon Bignell said the State Government's convention bid fund, established in November 2013, had become a vital component of efforts to attract more top level conferences to South Australia.

"The State Government fully supports the hard work of the Adelaide Convention Bureau and the Convention Centre to bid for and win more national and international seminars, workshops and conferences for South Australia," he said.

"We want to make sure the Bureau and the local business events industry remains competitive in a tough global economic climate.

"Attracting more major conferences means more visitors for Adelaide and our regions, delivering significant economic benefits for our hotels, retailers, and tourism operators."

The bid fund, in addition to the \$350m investment in the re-development of the Adelaide Convention Centre has aided in a number of significant future events being secured for Adelaide by the Bureau and its Team Adelaide partners. Without this support from government, bidding for and winning such events would not have been possible.

Year	# Events	Bed Nights	Economic Benefit	Jobs
2011	245	174,336	\$162 million	1,328
2012	264	206,503	\$191 million	1,599
2013	204	150,209	\$141 million	1,267
2014	191	214,173	\$211 million	1,790

* Whilst this represents the majority of events held, some events that may not require Bureau involvement meaning some data is not provided to the Bureau for inclusion.

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