



BACK TO BUSINESS ON THE BACK OF A BUMPER YEAR

The Adelaide Convention Bureau has released results of a massively successful 2014 that will see a record \$144.2m added to the state's visitor economy. This figure puts the ROI to the State Government at 180:1 and sees our city hotels filled with almost 162,000 bed nights secured.

"These events, in selecting Adelaide as their host city create around 1,400 jobs – from the businesses supplying the food to the conference delegates at their convention venues and local restaurants to the commercial laundries, the waiters, taxi drivers, and audio visual company employees" said Damien Kitto CEO, Adelaide Convention Bureau.

"Significantly too, they contribute immensely to organisations and businesses related to the conference industry genre with the investment, networking and development opportunities created by hosting an event in one's home town being priceless" he said.

2014 started relatively on par with \$49.5m worth of bids tendered and won by the Bureau for South Australia (often in conjunction with its Team Adelaide partners) to the end of the financial year. However, a massive second half of the year was realised with bid wins valued at \$94.7m that bought the yearend total to \$144.2m. SEE TABLE BELOW

As the important \$350m redevelopment of the Adelaide Convention Centre nears completion of stage 1, securing these events by the Bureau is welcome news for the city. In years gone by Adelaide has not been able to compete for such events due to CBD venue capacity and bid funding constraints.

Some significant wins (worth \$53.6m) for Adelaide in the last quarter especially saw the Bureau achieve its most successful year to date. The victory bell was sounded at the Bureau's Leigh Street offices many times in the October-December period as the results from bid submissions – often years in the making, were announced. These included:

International Council on Systems Engineering International Symposium 2017
750 delegates, 4,330 room nights, 44 jobs created, \$4,690,296 economic benefit

Australian Veterinary Association Conference 2016
750 delegates, 4,018 room nights, 38 jobs created, \$4,471,661 economic benefit

APPEA National Conference & Exhibition 2018
2,000 delegates, 5,915 room nights, 84 jobs created, \$9,400,000 economic benefit

International Astronautical Congress 2017
3,000 delegates, 22,436 room nights, 170 jobs created, \$18,651,950 economic benefit

The below table highlights the success by the Adelaide Convention Bureau in selling Adelaide as a destination in which to hold business events. These figures represent the value of the bid wins for events to be held in the future.

YEAR	ECONOMIC VALUE OF BUSINESS WON BY THE BUREAU NOTE: THIS IS ALL FOR EVENTS TO BE HELD IN THE FUTURE NOT EVENTS HELD IN THAT PARTICULAR YEAR (see table below)	NUMBER OF EVENTS	JOB CREATED
2012	\$87.15 million	149	845
2013	\$126.1 million	133	1,223
2014	\$144.4 million	137	1,400

The table below indicates the value of events actually held in the calendar year listed (these events will have been bid for in past years)

Year	Total economic impact value from events held	Jobs created	Pipeline \$ on decisions pending
2012	\$191 million	1,852	-
2013	\$141 million	1,367	-
2014	\$210 million	2,037	-
2015*	\$166 million	1,610	\$9.7 million

*As at 20 January 2015 this is what is currently booked in for SA for this year.

About the Adelaide Convention Bureau

The Adelaide Convention Bureau is the peak body responsible for identifying opportunities, and bidding for Adelaide to act as the host city for national and international business events and meetings. It is a not for profit organisation with operational funding received from the State Government, Adelaide City Council and members.

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