



Media Release
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NEW BID FUND WELCOMED BY ADELAIDE CONVENTION BUREAU

SOUTH AUSTRALIA COMPETES ON A GLOBAL STAGE

The Adelaide Convention Bureau, the peak body responsible for business tourism in the state welcomes the news of a new \$5m bid fund over 2 years announced by the State Government.

This announcement will assist the Bureau to remain competitive when bidding to bring highly lucrative and globally sought after business events to Adelaide when competing in an arena where the provision of financial support as part of convention bids is considered the norm. It expands on the original \$2m over 2 years fund announced in November 2013.

The bid fund is for use with strategic bids to assist in attracting significant conventions to Adelaide and specifically to the Adelaide Convention Centre which will realise the completion of phase 2 of its redevelopment in 2017.

“This new level of support will enable the Bureau and partners to continue its strategic plan to attract these exceptionally important business events to this state. The flow on benefits from business events are significant with a number of local businesses and services benefiting from the income they generate including venues, hotels, restaurants and retailers. In addition, the legacies left behind for the South Australian industry genre hosting the convention should not be underestimated” said Damien Kitto, CEO, Adelaide Convention Bureau.

About the Adelaide Convention Bureau

The Adelaide Convention Bureau is the peak body charged with selling and promoting South Australia nationally and internationally with respect to Business Tourism ie bringing conventions, corporate meetings and incentive travel groups to SA.



@adlconv



Adelaide Convention Bureau

www.adelaideconvention.com.au

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Issued for the Adelaide Convention Bureau by Foster Hill PR & Marketing T: 8271 4211

E: suehill@fosterhill.com.au