



## **AGM REVEALS THE HIDDEN VALUE OF THE CONFERENCE INDUSTRY**

Every week, Adelaide is presented with a number of unique business opportunities with national and/or international experts in a specific genre visiting our city for the purpose of attending or speaking at a conference.

Before they arrive, they have been 'sold' the concept of not only attending the conference, but also exposed to a specifically targeted marketing campaign on Adelaide and South Australia designed to further entice potential national and international delegates to our city.

On arrival these experts in their field will :

- visit our local facilities
- witness first hand, our achievements in their field
- liaise with local experts and exchange information and ideas
- create local networks and networking opportunities
- potentially discuss investment opportunities
- be exposed to our city and its enviable lifestyle
- dine on our fresh produce and consume our fine wines
- potentially consider migrating here thus increasing our levels of skilled migration

For instance, in November Adelaide will host hundreds of Engineering Deans from Universities across the globe including the world's Top 10 Engineering Universities. These delegates carry immense power and influence on the future of engineering across many facets. This one conference in particular has garnered considerable international media attention already.

Also in November – and of course highly topical, the 3<sup>rd</sup> Submarine Science Technology & Engineering conference will be held in Adelaide with 250 of the top Submarine Science and Engineering experts experiencing the State's relevant facilities first hand.

This side of Christmas, Adelaide will also showcase its local achievements and facilities as we accommodate experts in the following fields from interstate and overseas in a variety of genres – from jobs to sport to medicine – and a conference for conference organisers – who may just bring in more business to SA after they've experienced our offering.

- Paramedics Australasia Conference
- Australian Track & Field Coaches Association Congress
- Australian Multiple Birth Association National Convention
- Royal Australian and New Zealand College of Radiologists' Annual Scientific Meeting
- PCO National Conference (a conference for conference organisers!)
- Australia & New Zealand Society of Criminology
- Australia & New Zealand Association of Clinical Anatomists
- HAA 2015 (Haematology, Blood Transfusion, Thrombosis)
- ANZ Society of Cardiac & Thoracic Surgeons
- Ecological Society of Australia Conference
- Applied Linguistics and Language Testing Conference
- Law and History Society Conference

Damien Kitto, CEO Adelaide Convention Bureau said “between October and the end of the year, more than 14,000 people will visit Adelaide to attend a conference. They will generate more than 55,000 bed nights for our hotels and add more than \$51m to our visitor economy but their true hidden value is the legacy they and their event presents to South Australia” .

Also announced at the Adelaide Convention Bureau AGM was the value of what the Bureau has on its books for Adelaide beyond 2015.

- The Bureau has currently has 229 business events confirmed varying in size from 10 to 4,500 delegates confirmed to be held across South Australia
- The total number of visitors headed to South Australia to attend these events is just shy of 100,000.
- They will afford our hotels almost 440,000 bed nights.
- The job creation from these events is around 3,500
- The benefit to the state visitor economy from the events is worth around \$400m

“These are undoubtedly significant numbers whichever way you look at them and the value of this tourism category cannot be underestimated” said Mr Kitto. “Whilst the Bureau works years in advance submitting bids to bring events to this state, when those years accumulate and the numbers stack up they’re substantial on many levels.”

The high performing Adelaide Convention Bureau team reported a record financial year 2015 winning future events worth \$150m for the state. Bids submitted by the team were up a staggering 44% taking the total for the year to 137 with an impressive success rate of 119 events secured and affording a massive 188:1 ROI to the State Government and 500:1 ROI to Adelaide City Council.

Mr Kitto also praised his Convention Bureau team for their success internationally. Whilst trends for overseas visitation in some areas of the tourism industry are on the wane, the number of international business events secured for South Australia in recent times has been exceptional.

The Bureau has a further \$260m of business currently being worked on and or awaiting an outcome on bids from event owners.

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