



ADELAIDE HAS 3,000 REASONS TO SMILE

Adelaide has been named host city for the one of the largest business events in the country – the Australian Dental Congress. Hosted by the Australian Dental Association with more than 3,000 participants from across Australia and around the world, it is certain to put smiles on the faces of local event businesses, hotels, restaurants, tourist attractions, taxi drivers and retailers.

Based on feedback from recent familiarisations, it won't just be the locals with smiles on their faces. Adelaide surprised and delighted visitors with not only its venue and accommodation offering, but also its fresh food and wine and importantly for organisers and delegates, its ease of accessibility and connectivity making it an exceptionally desirable destination in which to meet.

“We're of course exceptionally proud to be named host city for the Australian Dental Congress in 2021. Our Team Adelaide strategic partners along with the South Australian Government and the Minister for Tourism proved that a smaller destination can not only host these larger events, but our size also enables them to have a sense of ownership of the city whilst they are here' said Damien Kitto, CEO Adelaide Convention Bureau.

Oscar van Elten from the Australian Dental Organisation said “Adelaide is the perfect sized Australian City that thinks outside the box for business events. I had reason to visit the city for the first time in quite a while early this year as part of Destination South Australia and was surprised and highly impressed at the development the city has undergone. From the from the larger projects including the Adelaide Oval and Convention Centre upgrades to the 70+ new small bars and restaurants adding a real vibe to the city's laneways, we're looking forward to an exceptional event”.

“This biennial Congress was last held in Adelaide more than a decade ago however a lack of suitable venues has seen us unable to accommodate the sheer number of delegates the congress now attracts. The upgrade to the Adelaide Convention Centre in combination with the Convention Bid Fund has now enabled Adelaide to pitch for events of this magnitude. In such a highly competitive market by destinations keen to host such meetings, this expansion along with the entire Riverbank Development has certainly made us a much more attractive offering to event owners and we're now realising the results” said Mr Kitto

The Australian Dental Congress in 2021 will add \$16m to the state's visitor economy, provide over 15,000 bed nights and create 132 jobs.

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