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LAND FORCES INVASION OF ADELAIDE A MASSIVE BOOST FOR SOUTH AUSTRALIA

Land Forces 2016 conference and expo will make both an immediate and enduring impact on Adelaide next week with thousands of visitors from across the globe headed to South Australia for the 3-day event running 6-8 September.

Presented in collaboration with the Australian Army, **Land Forces 2016** is expected to be the biggest of its type ever held in the Asia Indo-Pacific region with senior level delegations from the military, government, industrial and scientific fields from more than 20 countries attending the expo and/or conference.

The Adelaide Convention Bureau, along with support from the State Government and Defence SA bid for and won the right to host the event in Adelaide as announced in 2015.

The immediate visitor economy benefit to South Australia from the 1100 conference delegates alone is worth more than \$16.6m whilst the short and long term value from national and international guests attending the expo featuring more than 450 exhibitors from over 20 countries will be far reaching for the long term.

Bureau CEO, Damien Kitto said, "these events are priceless to South Australia and the Bureau is proud to have played a significant role in securing the event for Adelaide along with our Team Adelaide partners. To have this caliber of delegate in our state not only brings about immediate return through hotels, restaurants, retailers, taxis and the like but perhaps even more importantly, the long term benefit to South Australia by having these visitors in our city, networking with industry locals, witnessing our local defence industry achievements and capabilities coupled with possible investment and growth opportunities that may present themselves is the epitome of what hosting business events brings to a destination."

Ian Honnery CEO Land Forces 2016 said, "we're extremely excited about the event coming to Adelaide. It promises to be our best ever with more than 400 participating exhibition companies from more than 20 nations and as estimated 11,000 visitations across the 3-day event.

Our decision to bring the event to Adelaide reflects the extraordinary level of collaboration and support we have received from the South Australian Government, Defence SA and the Adelaide Convention Bureau and their partners. These were vital factors in our decision."

The spotlight of the global Land Forces industry will be firmly upon Adelaide next as the hundreds of local, national and international supply and manufacturing based exhibitors at the Adelaide Convention Centre meet with thousands of 'decision maker' level delegates across the three days to

discuss issues and proposals, exchange ideas and information and develop new contacts and networks.

Exhibits will feature the latest technologies, platforms, equipment and services available and increasingly in demand by the Armies of the Asia Indo-Pacific region including armoured, transport and utility vehicles, weapon systems and ordnance, unmanned Systems, helicopters, amphibious ships and watercraft, strategic and battlefield logistics, combat engineering, component design and manufacture, tactical and strategic communications, command and control (C2), intelligence surveillance and reconnaissance (ISR), maintenance and upgrades, training and simulation.

Beyond business tourism, it is known that conference delegates, are likely to add a segment of leisure visitation to their journey and/or return to the host destination at a different time with friends of family for leisure tourism purposes.

“This significant event is a perfect example of the value of business tourism impacting positively on the state on so many levels. The benefit of a conference delegate spending three times that of a leisure tourist during their stay, potentially impacting on the state within their genre from an investment, networking or jobs creation perspective as well as possibly adding to our leisure visitor economy cannot be underestimated” said Mr Kitto.

www.landforces.com.au

ABOUT THE BUREAU

The Adelaide Convention Bureau is the peak body responsible for attracting conventions and associated exhibitions as well as incentive travel business to South Australia. The annual return on investment by the not-for –profit organization to the State Government as a result of these bid wins is 120:1

Business events held in South Australia annually contributes around \$200m to the local visitor economy and supports and creates 1900 jobs

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