

REALISING SOUTH AUSTRALIA'S BUSINESS EVENT POTENTIAL

3. LINGER LONGER INITIATIVE

INTRODUCTION

Over the past four years the Bureau has attracted 191,000 event delegates to Adelaide. Typically, business event attendees spend more than three times than a traditional leisure tourist – and this has significant potential for expansion through the promotion of extended stays.

This 'captive market' of delegates, partners and families has committed to coming to Adelaide but generally lacks awareness of the State's broader offerings. The Bureau aims to build visitor value by engaging with delegates on an individual level to influence their itinerary and encourage them to stay longer and do more.

Recently, the Bureau facilitated a one-off partnership between the International Astronautical Congress and Tourism Australia's Business Events division. The pilot partnership initiated a delegate-boosting program which increased delegate numbers from the forecast 3,000 to 4,500. Additionally, the pre-and post-touring options were sold out ensuring direct visitation to regions like Kangaroo Island and the Adelaide Hills.

Within its current resources, the Bureau can only commit to securing business events for Adelaide but does not have the means to engage with specific events to encourage delegates to linger longer in the city and across the regions.

With the Bureau winning more and larger events as a result of the Convention Bid Fund, a significant economic opportunity lies in providing delegates with the means to stay and enjoy South Australia longer. If a dedicated resource was funded, delegate expenditure could significantly increase, particularly across regional South Australia.

DELIVERY

With additional investment, the Bureau would appoint a client services manager to facilitate the 'Linger Longer' program. They would be responsible for working with the local bid champion and event organiser to promote the destination directly to delegates once the conference has been won to Adelaide. They would also encourage regional visitation and repeat visitation.

Such a resource is common within competing Australian jurisdictions. The benefits and return on investment for this position have proven themselves over sustained periods in Sydney, Melbourne and Brisbane.

In addition to the traditional methods of marketing destinations directly to delegates, the Bureau proposes to give visiting delegates the chance to 'live like a local' through a tailored destination app. Engaged at an individual level and well in advance of the delegate confirming their flight, it will provide a unique opportunity to directly influence the delegate's itinerary. This technology will not only ensure the delegate has a greater chance of enjoying their experience in Adelaide but will also provide a platform for future industry insights.

This technology, in conjunction with the client's services manager, will increase the length of the delegate's stay, encourage repeat visitation and maximise delegate spending, ensuring the City and the surrounding regions will benefit significantly.

INVESTMENT

In order to support the additional human resources and technological development, the Bureau requests an additional \$200,000 per annum of program funding.