

## ADELAIDE SOUTH AUSTRALIA: 2017 - YEAR OF THE BIG

2017 has certainly been a big year for Adelaide, South Australia with the destination having just hosted its biggest ever incentive visit, its biggest conference and to top off the year, the Adelaide Convention Bureau has just announced it has just had its biggest year ever with respect to the value of business won.

In June, almost 3000 delegates from Perfect China visited Adelaide in waves of 500 and each for 3 days at a time. For a destination famous for its wine regions, and visits to these sites being requested not be included as part of the event itinerary, it was exceptionally pleasing to have received high post event praise from the visitors and organisers. Adelaide rated an average 91.8% 'Very Satisfied' score for its overall itinerary, transport, food and accommodation.

In September, the newly expanded and re-developed Adelaide Convention Centre played host venue to the biggest conference to be held in Adelaide – the 68<sup>th</sup> International Astronautical Congress.

4470 delegates from 71 nations plus visits by 700 school children and several thousand members of the public (who attended the public exhibition day), made the 2017 congress one of the biggest in IAC history. Of major significance in these numbers is that the distance to Australia from the northern hemisphere was not seen as a negative by industry delegates, Governments, space agencies, organisations or corporations.

2017 was also a year of big famil showcases with the Bureau's calendar of events expanding from their annual Destination SA in April and a Health Sciences and Medical event in May to the inaugural Agricultural showcase held in June. All three events were exceptionally well attended, received positive feedback from invited buyers and the desired results on leads and confirmed events on target.

To cap off a year that can't be described as anything but BIG, the Adelaide Convention Bureau posted its most successful result ever with a record \$247m of business won in the last financial year. Key events won over the period include:

- 2018 Australian Diabetes Society Annual Scientific Meeting, 2,000 delegates, 2018
- Royal Australian College of Ophthalmologists 50<sup>th</sup> Scientific Congress, 1,700 delegates, 2018
- Human Proteome Organisation World Congress, 1,200 delegates, 2019
- Cardiac Society of Aust & NZ Endovascular Therapies Annual Scientific meeting (2019)
- 38<sup>th</sup> International Symposium on Combustion (2020)
- Australasia Conference of Radiological Technologists (AACRT) & Annual Scientific Meeting of Medical Imaging and Radiation Therapy (ASMMIRT) 2019
- Land Forces (2018)

### Quote from Damien Kitto – CEO Adelaide Convention Bureau

"Adelaide truly came of age this year. As a destination we're ready for larger group incentives than ever with the local industry learning a lot since Dreamtime and the Perfect China visit in June. The rating we received from that event told us we are well and truly heading in the right direction.

"In September following the completion of the final stage of our world class Convention Centre, we again stepped up to the challenge with the IAC. Organisers and delegates highly praised the venue and destination for delivering what is one of the most successful IACs in recent times.

It's an exciting time to be in a relatively undiscovered destination that seems to be on a lot of 'must see' lists."

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