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Destination South Australia – a success for business and for meeting planners despite uncertain borders

It happened. It worked seamlessly, and by all early reports it can be counted as being successful by looking in future business decisions for national and local meeting planners, and Adelaide Convention Bureau (ACB) members.

Destination South Australia – Australia’s first 2021 face-to-face business exchange event - was as much a face-to-face event to secure much-needed business for the sector and the South Australian economy as it was an exercise in reassurance and confidence for those keen and willing to get on a plane and meet with their business event peers interstate.

ACB Chief Executive Damien Kitto says “what we witnessed in Adelaide was inspiring and rewarding both professionally and personally. Strong COVID-SA fe practices were in place from the moment our guests arrived at the secure airport until they departed either four or five days later; each having had the opportunity to visit numerous of the highest standard venues and new quality hotels, restaurants and wineries,” he said.

“Adelaide delivered as a world class destination and in spades. So did our *Destination South Australia* guests in adhering to our Team Adelaide end-to-end COVID-SA fe rules; and from that came the can-do attitude to get down to business.”

Mr Kitto said his team was not being unrealistic. “We are sensible. We know 2021 has many road-bumps ahead for us and the economy, not least closed international borders remaining in place longer than we had initially anticipated.

“But, we are moving in the right direction and we continue to illustrate to the world through continuing with future international Bids such as for the 2024 International Astronautical Convention, and our present events such as *Destination South Australia*, that we are a destination which can be trusted to deliver the very best; including in health and safety.”

Mr Kitto said the ACB’s next face to-face business event was scheduled for mid-March.

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