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Proving COVID can't stop determined business events – The Adelaide Convention Bureau's (ACB) *Destination South Australia* attracts east coast event planners and local members for face to face event showcasing and planning

Destination South Australia guests have begun arriving in Adelaide - still the only capital city with an end-to-end *COVID SA fe* health and safety plan for visitors, and the first to host a 2021 face-to face national business planning exchange event.

"We have some 110 delegates in total, with 27 event planners now arriving in town - and 11 choosing a high-quality virtual experience which will work for them as a COVID interim - despite them of course preferring to be here to benefit from face to face business exchange," says ACB Chief Executive Damien Kitto.

"There is excitement and encouragement at the ACB now we can get those one-on-one face to face business planning sessions back on our agenda so early in 2021 for 33 local exhibitor members in attendance," he said.

"Everyone is keen to end the day of meetings and a two-day famill of the best we can offer, with new business events locked in as we rebuild in this 2021 life we are calling 'living with COVID'."

Mr Kitto said he was sure visiting event planners would be impressed by what the city was offering as a spacious healthy destination with additional new hotels - Adelaide Oval Hotel, EOS by SkyCity, Crowne Plaza and Indigo - to satisfy the most demanding of delegates, and upgraded or new venues with strong Government-endorsed COVID plans and the high-tech equipment to pivot to accommodate any COVID changes.

"The fact the ACB has managed to have 85 per cent of our 2020 events postpone into this year and next rather than cancel, is a fact that how excellent the Adelaide business event offering is," he said.

"Typically this event would write \$40 million in future business for our members and of course we continue to emphasise that delegates (and their families should they choose to bring them) have a plethora of enviable places to relax and enjoy themselves post work – from the high-octane motor racing track at Tailem Bend to enjoying some of the world's best fortified wines at Seppeltsfield" he said.

Mr Kitto said bringing business events to a city demanded consistent and expert management that met the breadth of requirements delegates needed and demanded. "These events assist our economy, and we are pleased with our reputation of being a destination that delivers."

Media contact: ACB Chief Executive Damien Kitto +61 401 124 413