

Persisting in the face of COVID pays off for Adelaide, as results indicate the most successful Destination South Australia (DSA) face-to-face business event ever held

The doomsayers may have considered it too much of a lottery. It wasn't. The determined Adelaide Convention Bureau (ACB) marched ahead with its plans to hold Australia's first major national face-to-face business event, DSA, in February – and the results prove just how valuable and sensible that decision was.

“100 per cent of delegates attending from around Australia have responded resoundingly that the business event was either very or extremely satisfying for them and their business; and vitally more than 95 per cent stated their belief in Adelaide having strong COVID-SA safe practices for business event delegates for the duration of their stay,” says Damien Kitto ACB Chief Executive.

“Results don't come better than that,” he said, “and critically it displayed how desperate the national business events sector was to get back up and running post-COVID. This is a sector that will do everything it can to resume business events because we know how valuable they are to a State's economy.”

“Adelaide's members have been putting on COVID SAFE business events now for many months and are well versed in the protocols that are involved. Leaving them, and the broader Team Adelaide, with vital experience for the months ahead.”

Mr Kitto said it was not only the short-term benefits that came from what business delegates each spent a day while at an event (at more than \$632, almost double that of a tourist) it was the long-term economic tail from business and research collaborations that had their gestation at our business events.

“Results from DSA indicate 29 per cent of delegates would bring business events and future business to Adelaide in the next 12 months despite remaining national COVID uncertainty, while some 58 per cent were committed to coming back within the next two to four years.” said Mr Kitto.

“That has evident important growth factors for the South Australian economy - at least \$38 million if promised business events from DSA are confirmed, and having an additional statistic that 94 per cent of DSA attendees now think they are much more likely than previously to consider Adelaide as a business destination for them is an added bonus,” he said.

“We were right to march ahead with the event. Our ACB members deserve to know we are doing everything we can to kickstart their businesses, and to be a strong economic driver for the State.”

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