

Media Release



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South Australia goes from strength to strength with its business event product

Destination SA 2023 returned to full strength after COVID-19. Held between 22 – 25 March the event showcase was organised and hosted by *Business Events Adelaide* with the business exchange held at Adelaide’s world-class Convention Centre. 40 highly-qualified national and International event organisers, responsible for over 1000 meetings as well as sector media, were exclusively invited. Over 50 *Business Events Adelaide* members were involved in the 3 day familiarisation program and exhibition day.

“It was exciting to showcase exactly how much Adelaide and South Australia had developed and evolved over the last three years. We had an impressive and sophisticated range of new hotels and venues - from affordable to luxury – for our guests to view; and importantly an energised economy with precincts dedicated to future industries such as Biomed, Machine Learning, Space, Defence, AI, Agtech, etc,” says *Business Events Adelaide* Chief Executive Officer Damien Kitto.

Mr. Kitto said it was clear that event organisers understood the benefit of holding business events in Adelaide which is unashamedly targeting business events that leave an economic tail potential, aligning, with State Government targeted sectors.

“To that end,” he said, “for the first time, we introduced visits to Adelaide innovation districts such as Tonsley and Lot 14 to our key decision makers program during **Destination SA**, and they were a definite hit. We know that event organisers are well aware that delegates want to return to their companies with a value add from their time spent at a business event, just as we seek an economic advantage.”

Event organisers also visited the regions where new and modernised venues were on show and Adelaide’s (and the State’s) reputation for high-quality food and wine was often remarked upon. “We do punch well above our weight across the board here,” said Mr Kitto. “It is a seamless ‘Team Adelaide’ business event destination from arrival to departure. That is not lost on event organisers, who must know they can choose Adelaide with confidence for their business events.”

Mr. Kitto said three association and corporate business events had already been won out of 2023’s Destination SA.

Expressions of interest for Destination SA 2024 celebrating the 20th year of Showcasing South Australia to important decision-makers of business events will be released in May.

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