

Media Statement

Tuesday 24 March 2026

Destination South Australia begins tomorrow.

Destination South Australia (DSA), the State's premier annual business events showcase delivered by *Business Events Adelaide*, gets underway tomorrow (Wednesday), reaffirming its reputation as a cornerstone initiative for the sector.

Now in its 22nd year, DSA welcomes 35 highly qualified business event decision-makers and media to Adelaide for a curated three-day hosted program. With its proven track record and continued evolution, DSA not only strengthens existing partnerships but also creates new opportunities, ensuring South Australia remains front of mind for national and international business event planners seeking an innovative, high-quality and affordable destination.

Delegates will experience the city's leading business event venues and accommodation offerings, alongside a tradeshow featuring pre-scheduled appointments with members. This dynamic day provides a valuable platform to build relationships with South Australia's premier venues, suppliers and service providers in a focused and efficient setting.

A highlight of the program is the opportunity for delegates to venture beyond the city, with an immersive day in either the Barossa Valley or McLaren Vale. These visits showcase the accessibility, quality and unique character of South Australia's globally recognised regions, reinforcing their value as distinctive additions to business event itineraries.

Business Events Adelaide Chief Executive Officer Damien Kitto said Destination SA remains a pivotal week in the calendar for members. "DSA continues to be our flagship event. Last year alone, more than \$36 million in future business was secured as a direct result of DSA, demonstrating its tangible value to our industry," he said.

"Team Adelaide consistently delivers an exceptional, end-to-end experience for business event delegates. Destination SA brings this to life by offering our guests a genuine, first-hand insight into the State's collaborative approach, distinctive culture and strong economic credentials. It is this combination that positions Adelaide as one of Australia's most compelling and competitive business event destinations."

DSA comes in the week that the Malinauskas Government was returned to lead South Australia for a further four years. "Whilst we are an independent organisation – and apolitical – the current State Government has shown strong

support for business events”, Mr Kitto went on. “The award in December of an additional \$10 million to re-enforce the Business Events Bid Fund is testament to this. There is also evidence around Adelaide of forward momentum being generated - be it through infrastructure development or the acquisition of major events – that can now be maintained. I hope DSA delegates feel the energy.”

Destination SA’s Showcase Exhibition will be held at the Adelaide Convention Centre on Thursday 26 March from 8am. Media attendance is welcome.

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About Business Events Adelaide

Business Events Adelaide is an independent, not for profit, member-based organisation. Its purpose is to win business events for South Australia, a valued and proven economic driver in both the long and short term.

The business event sector is worth more than \$2.5bn to SA.

Beyond the high daily spend of delegates, business events provide an economic tail of multiplying benefits that often endure years into the future. Long-term benefits can be seen in research collaborations, business partnerships, company startups and even a contribution to population growth with the arrival of new professional and skilled workers.

Further information on *Business Events Adelaide* activities can be found at www.businesseventsadelaide.com.au