

# Media Release

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## **Business Events Adelaide's 2024 Planners Guide Released**

*Business Events Adelaide* has released its 2024 Planners Guide. Now in its 16<sup>th</sup> year, 'the Guide' is a much sought after resource which is distributed to more than 6,000 event planners globally.

Key features of this year's Guide include a fly-through of Adelaide's innovation, cultural and business event precincts, and sample itineraries for corporate incentive groups. Maps imbedded in each page also demonstrate Adelaide's connectedness.

Damien Kitto, *Business Events Adelaide's* Chief Executive Officer, explained that this year's Guide has been built specifically for online viewing. 'The 2024 Planners Guide is designed to be more interactive than previous iterations, with plenty of video content allowing us to show rather than tell why Adelaide is the ideal business event destination,' he said.

The Guide helps organisers with their choice of the high-quality accommodation, restaurants, world class wine regions and experiences on offer in South Australia. A host of *Business Events Adelaide* members have taken the opportunity to promote their products and services directly to an influential domestic and international audience, and members still have the opportunity to be included.

'The design allows for changes to be made as they happen, meaning that business event organisers always have the most up to date information, and members don't need to wait a year to add more content,' Mr Kitto added.

The 2024 Planners' Guide can be viewed on [Business Events Adelaide's website](#).

### **About Business Events Adelaide**

*Business Events Adelaide* is a 50-year-old 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, and *Business Events Adelaide* contributes some \$250m of that.

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](http://www.businesseventsadelaide.com.au)

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