

Media Statement



18 March 2024

***Business Events Adelaide* celebrates 20 years of Destination SA**

Destination SA, the annual business events showcase organised by *Business Events Adelaide*, is celebrating its 20th year in 2024.

From today (Monday 18 March), 39 highly qualified business event decision makers and industry media will join a fully hosted program demonstrating the very best of South Australian ingenuity and hospitality.

Guests will enjoy activities including hotel site visits, tours of Adelaide's innovation districts, a tradeshow - including scheduled one on one meetings with *Business Event Adelaide* member exhibitors - and networking events. On Wednesday, guests will embark one of two regional visits to either the McLaren Vale or Adelaide Hills.

More than 50 *Business Event Adelaide* members will be included in the itinerary. According to CEO Damien Kitto, it is something that many look forward to. 'DSA is the ideal opportunity for *Business Events Adelaide* members to educate event organisers on the best experiences, products, and services available in South Australia,' said Mr Kitto. 'It is a great time to demonstrate the 'Team Adelaide' approach that we are renowned for and helps ensure every touchpoint - from airport to airport - is exceptional'.

The exclusively invited guests will sample a variety of experiences during their time in Adelaide. 'Over the 20-year history of Destination SA, we have managed to blend education with a lot of fun. We will use DSA 2024 to highlight the evolution of the business events sector in our state, and demonstrate to these influencing buyers the environmental, cultural and economic advantages of choosing Adelaide for their future business events. At the same time, the unique showcase dinner promises to bring the 'wow' factor and leave our guests in no doubt about our capability to delight and surprise,' Mr Kitto added.

The Destination SA Showcase Exhibition will be held at the Adelaide Convention Centre on Tuesday 19 March from 9am. Media attendance is welcome.

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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