

Media Release



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Business Events Adelaide's encourages business event organisers to fly south for the winter

Business Events Adelaide has launched a campaign to attract a greater number of business events during winter 2025.

The campaign is aimed at small to medium sized Australian and New Zealand business events. It offers a combination of great offers from the city's venues and hotels, as well as access to bid funding for business events that align with Adelaide's key industry sectors.

Damien Kitto, *Business Events Adelaide's* Chief Executive Officer, explained that the campaign is a Team Adelaide effort. 'Our winter campaign is the culmination of our members, the State Government and *Business Events Adelaide* joining forces to provide an exceptional opportunity' he said. 'We were really encouraged by the allocation of more bid funding during June's State budget, but we know that winning business events is more than just subvention. We also need to be extremely competitive when it comes to room and venue hire rates, and that is what we have been able to do with this campaign. The combination of great value, and our strong economic narrative in key industry sectors, help to make Adelaide's offer even more compelling.'

South Australia is building an enviable reputation as a destination of choice for professionals looking for inspiration, offering expertise in health, medical and life sciences research, space, AI, and technology, advanced manufacturing, AgTech, defence, energy, renewables and so many more smart, sustainable and creative industries.

Adelaide is characterised by mild but dry weather during winter. Major events such as the Adelaide Cabaret Festival, Tasting Australia, Illuminate Adelaide and the British and Irish Lions match ensures that the 'festival city' is always on, and an abundance of cellar doors from world class regions nearby keeps the red wine flowing.

A host of *Business Events Adelaide* members have taken the opportunity to promote their products and services through this campaign. 'Some of the rates offered by high-quality venues are quite outstanding, and we are grateful to our members for their support. I strongly encourage anyone looking to place a business event next winter to give Adelaide another look,' Mr Kitto added.

For more details, or to register interest in the campaign, head to [INSERT LINK](#)

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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 \$300m 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

