

# Media Release



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## **Business Events Adelaide rounds out a successful year with special deals for winter 2026**

Following a successful campaign to attract more business events to South Australia during winter 2025, *Business Events Adelaide* is once again offering outstanding deals for events held between June and August 2026.

The campaign 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 economic sectors.

Damien Kitto, *Business Events Adelaide*'s Chief Executive Officer, said "The campaign to attract more business events during winter 2025 contributed to more than \$117m of economic value to the State during the period. Over 20,000 delegates will fill hotel rooms between June and August, and it would be great to see this result replicated next winter to provide more confirmed business for our members".

Mr Kitto said that this campaign seeks to continue the positive momentum generated by another record-breaking year of results. "We are grateful to the Malinauskas Government for their continued support, and business event organisers appreciate the alignment that we have – they really feel wanted. Adelaide is already affordable and flexible, with expertise in a whole host of key industry sectors. The city works perfectly as a business event destination, with hotels, venues and innovation precincts all within easy reach of one another and the deals put together by our members for this campaign make us even more compelling" Mr Kitto continued.

"The combination of great value and a strong economic narrative has helped Adelaide reach new heights this year, and I would encourage anyone looking to place a business event next winter to come and find out why!" Mr Kitto concluded.

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 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.

*Business Events Adelaide* is supported by the Department of the Premier and Cabinet and the Adelaide Economic Development Agency.

Further information on *Business Events Adelaide* activities can be found at [www.businesseventsadelaide.com.au](http://www.businesseventsadelaide.com.au)

