Media Statement

Friday 7 August 2026

Adelaide In Global Top Three for Business Travel Growth

Adelaide has been named one of the world's top three emerging international business travel destinations by American Express, in its latest Amex Trendex: Business Travel Edition report.

The report highlights Adelaide as a destination experiencing strong year-on-year growth in business travellers, stating: "with a surge in corporate travel spending along with commercial developments, Adelaide is cementing its position as a premier business travel destination. The city's growth is anchored by world-class innovation precincts, alongside record-breaking international transit capacity and major airline route expansions."

Adelaide was named alongside Hyderabad in India and Manchester in the United Kingdom as the top three international destinations in the report.

Business Events Adelaide CEO Damien Kitto said: "We are pleased that Adelaide is being recognised globally as a world-class business events destination. Our reputation as a clean, green, boutique city is well established, but it's great to see growing recognition of our expertise in industry sectors of increasing global importance. Adelaide offers a unique setting without the cost and complexity of larger cities."

The international destinations were selected based on American Express commercial customer transactions with airlines, looking at growth over a 12-month period between 2024 and 2025.

One of South Australia's key airline expansions bolstering international travel was the first ever direct flights between the USA and South Australia. United Airlines launched services from San Francisco to Adelaide last December – contributing to Adelaide Airport's busiest year on record.

Emily Bourke MLC, South Australia's Minister for Tourism, said: "Having Adelaide emerge as one of the world's fastest growing business travel destinations is testament to our future-focused plan for South Australia. When people travel to Adelaide for business, the flow-on benefits for local businesses and the state's economy are far reaching, from accommodation and hospitality bookings to local transport companies and tourism operators. The research confirms what we already know - investing in areas like major events and AI innovation is investing in South Australia's growth, strengthening our standing as a rewarding place to visit, live, and do business."

Mr Kitto said Adelaide's affordability compared to larger cities was proving another key drawcard for event organisers: "For event organisers weighing up costs, Adelaide consistently comes out ahead - from venue hire to accommodation and delegate spend, it stretches budgets further without compromising on quality. That affordability, combined with our accessibility and infrastructure is why we're increasingly the smarter choice for business events."

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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