

Hon David Ridgway MLC Minister for Trade, Tourism and Investment

Sunday 7 September 2018

Milestone results for Adelaide Convention Centre

The Marshall Government has released details regarding the performance of the Adelaide Convention Centre (ACC) during the past 12 months as part of a pitch to the organisers of the 2020 Land Forces Exposition.

“After this year’s outstanding Land Forces event at the Adelaide Convention Centre, I urge the organisers to consider arranging a happy case of déjà vu in 2020,” said Minister for Trade, Tourism and Investment David Ridgway

“The three-day biennial event, held from 4-6 September, was the largest exhibition ever held at the Adelaide Convention Centre and attracted a record 15,331 international, national and local total attendances, up from 13,450 in 2016.

“This year’s event also provided a great boost to local hotels, delivering 25,000 visitor bed nights and \$34 million in economic benefit to South Australia.

“Land Forces is a strategically important event for South Australia as it provides the opportunity to showcase the state’s world-class defence industry and strengthen ties with global industry leaders.

“We were delighted to work closely with the Adelaide Convention Bureau and Adelaide Convention Centre on delivering this year’s successful event.

“Adelaide is the ideal location for this extremely important industry conference and trade platform.”

The Land Forces Exposition was part of the reason the ACC drew record numbers of visitors in the year since putting the finishing touches on its \$397 million re-development.

The ACC made a critical contribution to the South Australian economy in the last year hosting 768 events that drew more than 330,000 visitors to the Centre. This figure included 72 major national and international conferences which collectively generated 172,000 bed nights and delivered more than \$155 million in economic benefit to South Australia.

Minister for Trade, Tourism and Investment David Ridgway congratulated everyone involved at the Centre and stressed it was important to keep the momentum going in the coming years.

There are already 94 major conference events secured for the ACC through until the end of 2021 that will bring an estimated 80,000 delegates to Adelaide generating 300,000 bed nights and delivering more than \$245 million in economic benefit to the state.

“The praise of many of those who have attended the Centre for a conference illustrates the outstanding efforts of the staff and the general attraction of Adelaide as the host city,” said Minister Ridgway.



Another highlight of the past year for the ACC was the 68th International Astronautical Congress (IAC) which attracted 4,470 delegates from 71 countries.

Brett Biddington, CEO of the 2017 International Astronautical Congress, commented:

“Adelaide was a splendid host city for IAC 2017. The city’s collaborative approach from the City Council to the Library and Museum through to the Convention Centre and the Convention Bureau was exemplary. This conference set the benchmark for IAC events.”