

## Leon Bignell MP

Minister for Tourism

Monday, October 24 2016

### **State's biggest conference flies into Adelaide – boosting our visitor economy by \$20m**

Adelaide will host the biggest conference ever to be held in South Australia - having won the rights for the world's largest aviation trade business event.

World Routes 2019 is expected to inject more than \$20 million into the State's visitor economy.

More than 3000 delegates from major airlines, airports, tourism and aviation businesses from international and interstate markets will be in Adelaide for World Routes. It will be the first time it has been held in Australasia.

During the three day forum, international airports will pitch to airlines for new route opportunities and it will provide the perfect opportunity to showcase Adelaide to top-ranking global decision makers.

The World Routes Convention event has previously been hosted in cities such as Chicago, Las Vegas, Abu Dhabi and Berlin.

Today's announcement follows news a \$50 million, 165 room hotel will be built at Adelaide Airport, with construction expected to start in April next year.

### **Background**

The State Government has invested \$70 million to market South Australia nationally and internationally and to attract major events and conferences.

More than 300 events and conferences – some attracting up to 1000 delegates – are scheduled for this year. Convention delegates spend about \$632 a day on average.

Tourism is one of South Australia's key economic drivers and our visitor economy is currently at a record \$5.95 billion. Tourism jobs have grown by 4,000 in the past two years – a 14% increase – the best jobs growth in Australia.

The State Government is committed to achieving our goal of an \$8 billion tourism industry by 2020.

### **Quotes attributable to Minister for Tourism Leon Bignell**

Securing World Routes 2019 is a huge coup for South Australia. We beat the rest of the world to bring this massive convention to Adelaide.

It is the world's biggest trade conference and will help deepen our connections with aviation leaders as well as see more than \$20 million pumped into our visitor economy. The redeveloped Riverbank Precinct, together with the State's growing list of international airlines flying direct into Adelaide such as Qatar and China Southern, helped Adelaide secure World Routes. We are increasingly becoming internationally renowned as a world-class destination for major business events.

We know South Australia is a great place to live, and now more people from interstate and overseas are discovering what our State has to offer. Our visitor economy is at a record \$5.95 billion, as our State continues to attract record numbers of interstate and international visitors. That is why the State Government sees tourism and major events as an important part of the transformation of South Australia's economy.

Our investments in recent years in our vibrant city and magnificent regions and our efforts to attract new major events to South Australia are delivering immediate results.

The State Government's strong partnership with Adelaide Airport Limited, Tourism Australia and the Adelaide Convention Bureau has also been instrumental in securing World Routes 2019 and I would like to thank them for their support and contribution.

#### **Quotes attributable to UBM Asia Executive Vice President Michael Duck**

The first Australian World Routes will be an exciting event for our business. Adelaide is growing in popularity as a destination and it is a gateway to South Australia's many attractions. We look forward to working with the Adelaide team in the coming years.

#### **Quotes attributable to Adelaide Airport General Manager Mark Young**

Adelaide Airport is a proud funding partner of World Routes 2019, and like the State Government we support the goal to grow tourism and improve international air access. We have been attending World Routes for close to 20 years and recognise the importance of this event, as well as the massive opportunity it provides South Australia. It will support our continuing pitch for increased airline services by bringing key targets to our front door.

#### **Quotes attributable to Tourism Australia Managing Director John O'Sullivan**

This is a huge opportunity for Australia to show the world's route planners why our country is such a great investment proposition for future international aviation development. Destination marketing is a complex and highly competitive business and these are the professionals who play such an important part in deciding where international airlines choose to point their aircraft. It's great to get this chance to host World Routes and I'm sure Adelaide will do Australia proud," he said

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