

Peter Malinauskas MP
Premier

Emily Bourke MLC
Minister for Tourism

Tuesday, 5 May 2026

Record investment in Adelaide hotels

Adelaide's accommodation sector is experiencing record investment, with a new Hilton Hotel in the city's East End the latest project in an unprecedented pipeline of hotel developments.

The new Hilton Adelaide East End will be built at 299 Pirie Street, marking the next chapter in the brand's long-standing presence in the city.

Spanning 27 stories, Hilton Adelaide East End will be a 251-room new-build hotel. Developed under a franchise agreement with Auriga Investments and to be operated by Trilogy Hotels, the hotel will form part of Arcadia, a contemporary mixed-use project set to revitalise the eastern end of the CBD.

Across the Adelaide area, 15 hotels are currently in various stages of development – 11 in the CBD including the 35-storey Treehouse Hotel next to the Adelaide Central Market, which is scheduled for completion at the end of this year.

Four hotels are underway in the outer metro area including the five-storey Panaroma Hotel on Goodwood Road, which is near completion. Two hotels opened last year - the seven-storey George Hotel at Glenelg and Urban Rest Hackney Hotel.

In total, the hotel pipeline will see an additional 2,161 rooms added to Adelaide's accommodation offering.

The Hilton in Victoria Square was last year bought by Thai hotel group Amora Hotels and Resorts which plans to spend \$40 million upgrading the site into a five-star luxury offering.

Hilton's announcement comes as more than 1,500 hotel investors from across the globe gather in Adelaide this week for the Asia Pacific Hotel Industry Conference and Exhibition.

Quotes attributable to Peter Malinauskas

Our state is experiencing undeniable economic momentum. People are looking to South Australia to invest in.

This unprecedented growth in the accommodation sector is a direct result of our investment in major events, including MotoGP.

Investments like these create jobs during construction, long-term employment within the hospitality sector and support our tourism and hospitality industry more broadly.

The momentum is set to continue with the largest hotel conference in the Asia Pacific region here in Adelaide this week. This is where the industry comes together, partnerships are formed and hotel deals are done.

Quotes attributable to Emily Bourke

These sorts of investments further support South Australia's growing reputation as a world-class destination state.

Our unique tourism offerings and calendar of events continue attract visitors from interstate and abroad and it's important our accommodation sector grows with our status.

Hilton has a long history in Adelaide and it's fantastic that their story will continue with a new chapter in our city's vibrant East End.