



Destination North Coast NSW

BUSINESS EVENTS BITES #40 August 2022

As the weather warms up so does the demand for Business Events on the North Coast. Activities in the DNC Business Events program for August make great case studies of these trends. First, the Event Organisers Summit in Sydney produced a record haul of twelve leads from fourteen appointments and second, the Reboot Roadshow in Brisbane was a full house event with engaged, interested business events bookers.

The positive news continues with the release of the 2022 Business Events Consumer Demand Project report highlighting strong international consumer confidence, awareness and inclination to book Australia for business events. This is well worth the read for operators with interest in the international sector.

With the past six months of busy trade activity behind them, your business events team at DNC are now placing even more focus on direct sales activity. We thank you for your wonderful support and encourage you to read on for a deeper dive into the month of August.

Warmest regards
Heath and Kel

DNC Business Events: Lead Activity Summary August 2022

Aug-22	Enquiries	Delegate Nights	Estimated Revenue	
Converted Leads	1	300	\$	106,800
New Leads	7	2,290	\$	815,240

2022-23 Activity Calendar

Activity	Location	Date
North Coast Tourism Symposium	Grafton	28 July 2022
Event Organisers Summit	Sydney	11 August 2022
Q3/Q4 Roadshow - Rescheduled	Brisbane	23 August 2022
Event Organisers Summit (rescheduled)	Melbourne	20 October 2022
PCOA	Hobart	11-13 December 2022
AIME	Melbourne	13-15 February 2023
Event Organizers Summit	Brisbane	16 March 2023
Executive PA Summit	Melbourne	11 May 2023
Get Local	Sydney	22-23 June 2023
MEA Evolve	TBA	TBA

Completed Activity
Future Activity



BUSINESS EVENTS AUSTRALIA

New International Business Events Research

Commissioned by Business Events Australia, the 2022 Business Events Consumer Demand Project report outlines the factors influencing decision makers when choosing a destination for events, including how Australia is perceived and the impact COVID-19 has had on decision making.

This reports makes for encouraging reading with highlights outlined below:

1. International demand returning to, and sometimes outstripping pre-pandemic levels.
2. Incentive decision makers positioning Australia as the global leader for future booking consideration.
3. Successful performance from Tourism Australia's global business events brand campaign, "There's Nothing Like Australia for Business Events"

For the full report please click the link below:

[Click here](#)



Brisbane Reboot Roadshow - North Coast Showcase: 23 August 2022

Destination North Coast in partnership with Executive PA Media, hosted a Business Events Showcase demonstrating the "True Nature of Business Events" on the 23rd of August 2022 at the magnificent Crystalbrook Vincent in Brisbane.

The event was an informative evening providing opportunities for our valued clients to connect with some of our key stakeholders and gain insight into our four core pillars that represent the business event offerings of the north coast so well.

- Indigenous Integration
- Wellness
- Sustainability
- Eco Tourism

In attendance were fifteen stakeholders and twenty five prospective clients including corporate, government and PCO representatives. Heath and Kel will continue to qualify lead opportunities and assist in attempting to convert them to confirmed bookings in consultation with our business event stakeholders.

This event was proudly supported by Destination North Coast and the Australian Government as part of the Recovery for Regional Tourism Fund



Event Organisers Summit: 11 August 2022

The DNC team exhibited at The Event Organiser Summit held aboard The Jackson superyacht in Sydney's Darling Harbour on the 11th August 2022. This trade event produced twelve leads representing 5,880 potential delegate nights with estimated economic impact for the North Coast of \$2.1 million.

The Event Organisers Summit was attended by thirty event organisers from corporate and PCO backgrounds. The format of the day consisted of a series of fourteen 'speed dating' style appointments and two five minute power pitches giving our team an opportunity to promote the North Coast to even more clients.

For more information on the Event Organisers Summit series, please click on the link below:

[Click here](#)



Keep Your MeetinNSW Listing Up To Date

Meet in Regional NSW is a free marketing resource for venues, accommodation providers and operators servicing the business events industry. The site is supported by the extensive digital distribution strategies of Destination NSW and all partners are encouraged to keep listings up to date and relevant for business event industry bookers..

If you have not done so already, register to list your business on Meet in REGIONAL NSW for free by clicking the link below:

[Click here](#)

Industry Resources

Business Events E-newsletters: Due to popular demand, we have now archived all of our Industry newsletters on the website for your perusal. Click [here](#) to check them out.

Business Events Australia

Click [here](#) to subscribe to Tourism Australia's Business Events newsletter that is distributed once a quarter providing updates for those involved in the Business Events industry.

MEA Training

Don't forget, the DNC team have re-negotiated our partnership with Meetings & Events Australia (MEA) and can now provide free of charge access to member resources including professional development webinars and presentations that are hosted on the MEA TV platform. To access the new resource page please click [here](#) and follow the login details listed on the page.



Heath Batterham
Business Events Executive
E: heath.batterham@dncnsw.com
M: 0432 630 120



Kelly Sutton
Business Events Executive
E: kelly.sutton@dncnsw.com
M: 0403 663 378
