

BUSINESS EVENTS BITES #52 September 2023

An outstanding month of activity in September paid off with the conversion of 5 existing leads representing 3,420 delegate nights and \$1,350K in projected impact to the overnight visitor economy. Direct sales activity also generated 5 new leads with a potential impact to the overnight visitor economy of \$1,571K for the North Coast.

We encourage you to read on for an update on the quarterly performance of our partnership and opportunities to engage with our famil and client communications initiatives, and much more!

Warm regards
Heath and Kerry

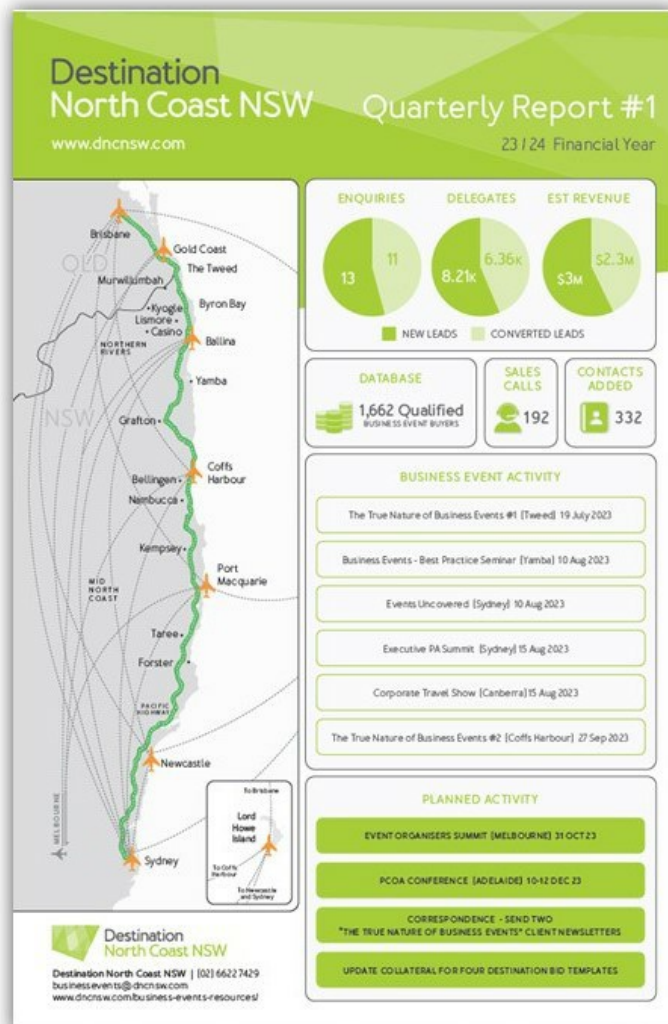
Lead Activity Summary - September 2023

Sep-23	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	5	3,420	\$ 1,350,660
New Leads	5	3,760	\$ 1,571,780

2023-24 Activity Calendar

Activity	Location	Date
Clarence Valley Council - BE Stakeholder Workshop	Yamba	Thu 10 Aug 2023
Events Uncovered	Sydney	Thu 10 Aug 2023
Event Organisers Summit	Sydney	Tue 15 Aug 2023
Corporate Travel Show	Canberra	Tue 15 Aug 2023
Event Organisers Summit	Melbourne	Tue 31 Oct 2023
PCOA	Adelaide	Sun 10 Dec 2023
AIME	Melbourne	Mon 19 Feb 2024
Famil #1	North Coast - South	Wed 21 Feb 2024
Famil #2	North Coast - North	Wed 21 Feb 2024
Brisbane Sales Campaign	Brisbane	Fri 24 May 2024
MEA Evolve	TBA	TBA

Completed Activity
Future Activity



Destination North Coast - Business Events: FY 24 - Q1 Report

The first quarter of the new Business Events partnership has delivered strong results. The Jul-Sep 23 quarter achieved the following fantastic results:

- Secured 11 Business Events that will deliver over 6.4K delegates and an economic impact of over \$2.3M for the North Coast
- Generated 13 additional new leads that have the potential to deliver over 8.2K delegates and an economic impact in excess of \$3M
- Attended, three industry trade shows and conferences representing all North Coast destinations and generating future leads
- Delivered the first 'Business Events, Best Practice Seminar' in Yamba aimed at building capacity for the sector across the North Coast
- Conducted 192 sales calls
- Increased the data base of qualified buyers by 332 to a total of 1,662 qualified buyers

The DNC team are expecting a busy second quarter and they look forward to continue to work with the program stakeholders to grow the North Coast share in the MICE market.

Click on the link below for your copy of the complete Q1 summary report.

[Click here](#)



Crystalbrook Byron - The Fresh Life - Fresh Clinics 2023

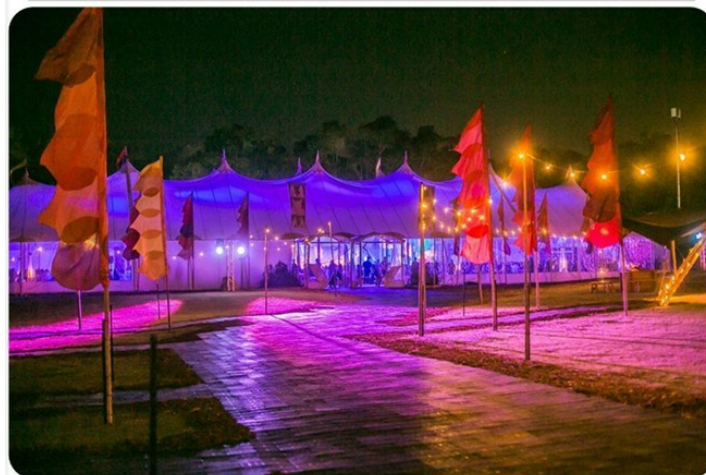
Congratulations to the team at Crystalbrook Bryon and Sami-Kata/Sperry Tents for delivering the incredibly successful Fresh Clinics 2023, A Fresh Life Conference, in Byron Bay. With 500 delegates over 4 days, suites converted to treatment rooms and beautiful Sperry Tents strategically located across the resort, this event delivery was a masterclass in "thinking outside the box!"

Watch the video above to be inspired!



Destination North Coast NSW

The True Nature of Business Events #1



ADD A SPLASH OF COLOUR TO YOUR NEXT EVENT

The True Nature of Business Events - Client Newsletter Call for news, stories and content.

The True Nature of Business Events is your new resource for sharing news and promotions to the ever growing database of qualified business events clients for Destination North Coast including professional conference organisers and event planners across the corporate, government and association sectors.

The first two editions have tracked growing levels of engagement as well as new leads for partners in the DNC Business Events program.

A new edition is scheduled to go to the 1,600 plus clients in early November and this is a call out for your latest promotions and content to be included in *The True Nature of Business Events #3*.

Content requirements:

1. 1 x hero image in high resolution and landscape orientation
2. 1 x high resolution logo
3. A maximum of 500 word copy

4. A link to more information on your website

Clickthrough data gathered so far indicates that promotions, unique ideas and prizes for signing up to your newsletters are great ways to engage with this database.

For the first two editions of The True Nature of Business Events, please click on the link below:

[Click here](#)



**Destination North Coast: Familiarisation Tours
21-23 February 2024**

Destination North Coast will be hosting two separate famil tours following on from AIME. Expressions of Interest (EOIs) will be sought via The True Nature of Business Events newsletters issued in the lead up to the event to ensure a competitive pre-qualification process has been followed.

Feedback from previous famils has confirmed that visitors were thoroughly impressed with our destinations, however, both program partners and attendees advised that itineraries were tight and people were exhausted. The team will be considering innovative ways of presenting the northern and southern regions for these tours to ensure all program partners are able to maximize their presence.

Please review the EOI submission form by clicking on the link below:

[Click here](#)

I'm attending

#PCOA23

15TH ANNUAL PCOA CONFERENCE & EXHIBITION

Foundations for the Future

Curation | Legacy | Sustainability

10-12 December 2023
Adelaide Convention Centre
South Australia

PRINCIPAL PARTNERS



PCOA23 - Adelaide: 10-12 December 2023

The Professional Conference Organisers Association (PCOA) annual conference is being held in Adelaide this year and promises to be a one-of-a-kind opportunity for business event professionals to network, learn, and grow together.

The DNC team will be attending on behalf of all partners and they look forward to those insights that will continue to support the North Coast as the top choice for regional conferencing amongst PCOs in Australia.

Should you be interested in attending, Early Bird registrations are still open. For more information, click the link below.

[Click here](#)



The Australian Business Events Association (ABEA) was formed to provide a well resourced,

consolidated association with a charter to deliver the industry's voice to government, support tourism targets, grow and guide industry players and establish a platform that will foster valuable access to influential industry stakeholders.

For more information please click on the link below:

[Click here](#)

Tourism Research Australia to Report Business Events Data

Australia's long-term strategy for the visitor economy, [THRIVE 2030](#), notes that having relevant, robust and timely data is critical for growth. It underpins good decision-making, business growth and investor confidence.

In the October 2022 Budget, the Australian Government announced \$2 million in funding for Tourism Research Australia (TRA) to include business events measurements in national and international datasets. TRA will engage with ABEA to source data from venues, organisers, delegates and exhibitors and your DNC business events team will disseminate relevant information as it becomes available.

For more information on this positive initiative for the business events industry, please click on the link below:

[Click here](#)



Keep Your MeetinNSW Listing Up To Date

MeetinNSW 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 organisers.

If you have not done so already, register to list your business on MeetinNSW 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.



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