



Destination  
North Coast NSW

# Shaping Success, Trends, Strategies & Bold Ideas

Destination North Coast - Business Events Team:

- Belinda Iseppi - Business Events Executive
- Heath Batterham - Business Events Executive

# Agenda Overview

The background of the slide features a close-up photograph of a spiral-bound notebook. The notebook is open to a page with horizontal lines and numbers (16, 17, 18, 19) printed on it. A silver pen is resting on the page. The notebook is partially obscured by a large, semi-transparent green geometric shape that overlaps the right side of the page. The overall aesthetic is clean and professional.

- ▶ Program Objectives
- ▶ Industry Update
- ▶ Innovative Ideas
- ▶ Best Practice Resources
- ▶ Peer Exchange
- ▶ Next Steps
- ▶ Wrap-up

# Section 1: Welcome & Context

- ▶ Program Objectives
  - ▶ Empower
  - ▶ Encourage
  - ▶ Inspire
- ▶ Resources
  - ▶ Local Government (your local council)
  - ▶ [Destination North Coast](#)
    - ▶ [Best Practice in Business Events](#)
    - ▶ [Collaborating for Success](#)
  - ▶ [Destination NSW](#)
  - ▶ [Business Events Australia](#)







**WAJAANA YAAM**  
ADVENTURE TOURS







PADDOCK TO BOTTLE

**HUSK**

— DISTILLERS —

**LIQUID  
SANITISER**

*Instructions for use:*

*Decant into a spray bottle or pump pack  
to use as a hand or surface sanitiser.  
Alternatively, pour directly onto surface  
or cloth. Once applied, allow liquid to  
fully evaporate.*

Distilled & bottled by Husk Distillers

1152 Dulguigan Road North Tumbulgum NSW 2490

INGREDIENTS: APPROX 70% ETHANOL, WATER, LEMON  
MYRTLE, GLYCERINE. NOT FOR CONSUMPTION - DO  
NOT INGEST. IF PRODUCT GETS IN EYES RINSE THOR-  
OUGHLY WITH WARM WATER AND SEEK MEDICAL  
ADVICE. KEEP OUT OF REACH OF CHILDREN. CAUTION  
FLAMMABLE LIQUID. KEEP AWAY FROM HEAT & FLAME.

200ML





Northern Rivers  
**RAIL TRAIL**

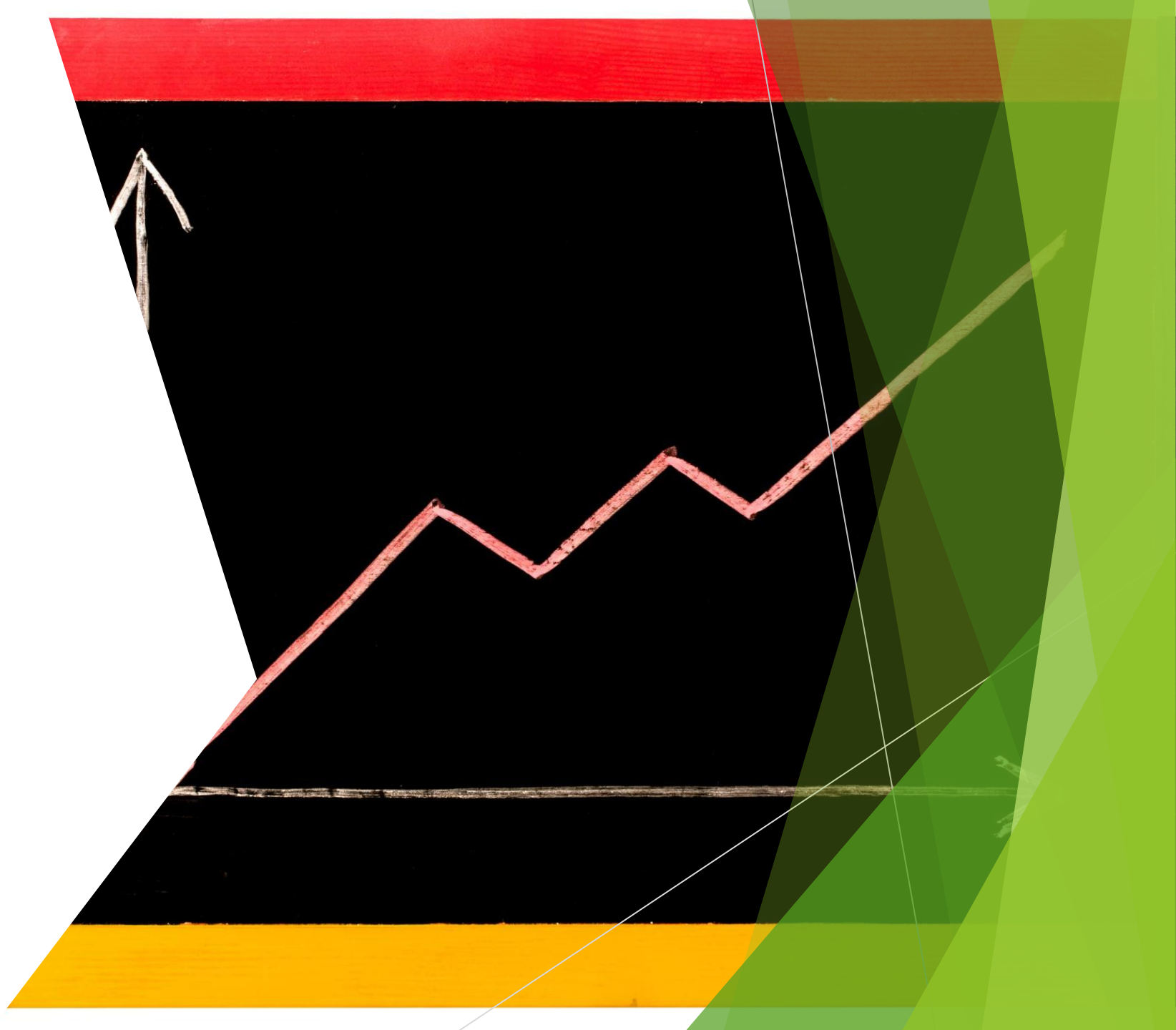
# Interactive Session

- ▶ List 5 Big Ideas
- ▶ List 5 Small Ideas
- ▶ How they can be achieved



## Section 2: Industry Update

- ▶ Snapshot of 2025 market conditions and booking trends
- ▶ Address talent challenges and corporate buyer expectations
- ▶ Highlighting the importance of business events for North Coast
- ▶ Emerging market segments and growth trends



# BUSINESS EVENTS NSW

Program Overview & Key Updates



Destination  
NSW



# NSW

VISITOR  
ECONOMY  
STRATEGY

# 2035

NSW is positioned to dominate Australia's business events sector, securing high-value conferences, exhibitions and corporate incentives. Through investment in world-class venues, regional promotion and a commitment to sustainability and innovation, the NSW Government is positioning the state as a global business events hub. This will drive economic growth, support regional development and foster knowledge sharing across key sectors.

# VALUE OF BUSINESS EVENTS



**High yield visitors**  
**32% higher average spend**  
**vs leisure travellers**



**7.9% of total NSW Visitor Nights**  
**11.1% of total NSW Visitor Spend**



**Off-peak, mid-week**  
**visitation**



**Extended and repeat visitation**  
**as leisure guests**

Sources:

Tourism Research Australia, Business Events Report YE Dec 2024  
DNSW Regional Conferencing Grant Recipient Surveys YE June 2023

# National Overview



19.7 million visitors



52.8 million visitor nights



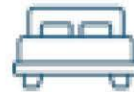
19.6 billion visitor spend



\$370 average spend per night



Visitors (000)



Nights (000)



Expenditure (\$M)

STATES

6,480



NSW

4,836



VIC

4,429



QLD

16,911



NSW

10,303



VIC

10,334



QLD

\$5,860



NSW

\$4,329



VIC

\$4,355



QLD

# NSW Breakdown



**6.48 million visitors**  
6.4% total state visitors



**16.9 million visitor nights**  
7.9% total state visitor nights



**5.86 billion visitor spend**  
11.1% total state expenditure

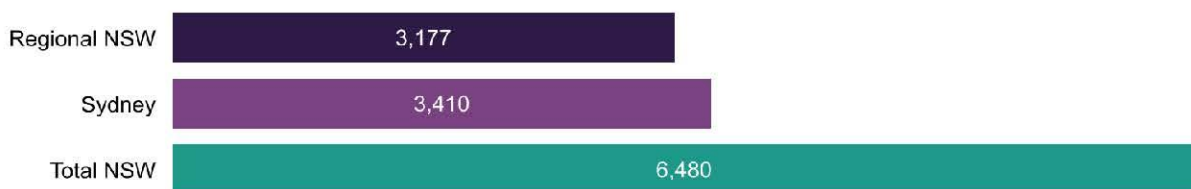


**\$429 average spend per night**  
43% higher than leisure visitors

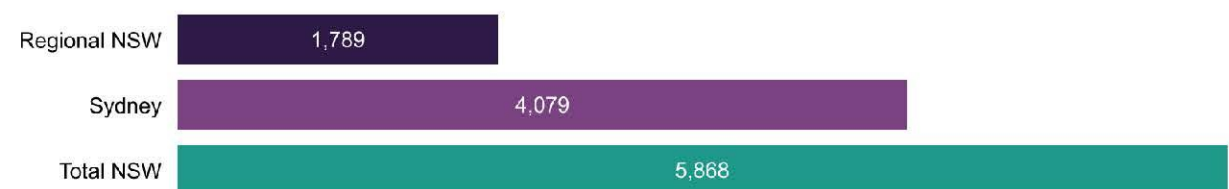
## Business events breakdown for New South Wales, by type of traveller

	Visitors (000)	Visitor Nights (000)	Spend in State (\$m)
Domestic day	2,025		432
Domestic overnight	4,089	10,507	4,508
International	366	6,404	920
<b>Total</b>	<b>6,480</b>	<b>16,911</b>	<b>5,860</b>

Visitors (000)



Spend in State (\$m)

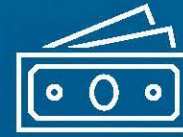


# Maximising NSW Market Share

## DNSW Strategic Approach



Dedicated sales resources and bidding support



Business Events  
Subvention Program



Trade Shows & Events



Famils & Site  
Inspections



Industry support and  
collaboration



New positioning statement  
and sales messaging



# State of the Business Events Industry (2024)

FULL REPORT

By Dr Leo Jago OAM  
for Australian Business Events Association



Event professionals “have the opportunity to reposition events not just as networking opportunities but as essential interventions to combat workplace loneliness, reignite human connection and creativity, and contribute to a strong P&L.

According to Cvent (2025), there was a trend towards smaller more localised meetings in response to rising costs and budget constraints. Survey results show 58% of planners organised events with no more than 100 attendees, and 26% shifted focus to regional or local events to minimise travel expenses.

Event delegates no longer want to be stuck in a conference venue for the entirety of their visit; they now want to have the opportunity for transformational local experiences unique to the destination they are visiting.

“Remote work, a rise in video calls and online platform usage plus other always-on digital interactions may have kept businesses running, but they’ve taken a toll on our collective social well-being” and events can play a critical role in overcoming our sense of disconnection and thereby enhance productivity and retention.

In a survey conducted by Bizzabo, 75% of attendees were seeking immersive experiences alongside adequate free time rather than events that have fully packed schedules.

# LESS SLIDESHOWS MORE YOGA FLOWS



Corporate events that  
feel anything but .....



# DESTINATION NSW BUSINESS EVENTS SHOWCASE

[www.destinationnsw.com.au/newsroom/destination-nsw-showcases-regional-business-events](http://www.destinationnsw.com.au/newsroom/destination-nsw-showcases-regional-business-events)



# VISIT BUSINESS EVENTS NSW FOR MORE INFO

[bensw.com.au](http://bensw.com.au)

[www.destinationnsw.com.au/events/business-events-nsw](http://www.destinationnsw.com.au/events/business-events-nsw)





## Section 3: Big Ideas to Transform Your Business

- ▶ Productising local experiences for event-ready offerings
- ▶ Leveraging sustainability as a competitive sales tool
- ▶ Incorporating technology and AI for enhanced event delivery

## Section 4: Resource Deep Dive

- ▶ Exploring best practice toolkits: sales templates, checklists, certifications
- ▶ Australian Business Events Association
- ▶ Business Events NSW





## Section 5: Peer Exchange

- ▶ Discussion on changes since last workshop
- ▶ Identifying desired resources and surprising client feedback
- ▶ Facilitated breakout sessions and group sharing

# Section 6: From Ideas to Action

- ▶ Participants commit to trialing one innovation by end of 2025





# Destination North Coast NSW

## Q&A

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