

MEDIA RELEASE



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GOLD COAST SET TO SHINE THE SPOTLIGHT ON BUSINESS EVENTS

Destination Gold Coast's Business Events signature familiarisation This is Gold Coast 2023 (TIGC23) is gearing up to showcase the best example of venues, culture and experiences for event planners, professional conference organisers and media representatives.

Now in its ninth year, TIGC23 includes a three-day program where Australian and New Zealand delegates will have the opportunity to meet with the city's passionate and creative tourism partners and promote their business event products.

Destination Gold Coast Interim COO Rachel Hancock said the business events sector is a vital part of the Gold Coast's Monday to Friday visitor economy, which generated \$570 million in economic benefit pre-COVID.

"Last year, our TIGC familiarisation generated an impressive \$47 million in leads for the city and we look forward to generating another record-breaking result on the back of this year's familiarisation program," Ms Hancock said.

"The Gold Coast is continually growing and transforming into one of the nation's most vibrant destinations for conferences, meetings and incentive travel groups as well as growing a reputation as one of the most accessible and inclusive cities in Australia.

"TIGC23 presents an opportunity for professional conference organisers and decision-makers, to experience the city's wealth of business event products, surrounded by incredible natural landscapes and world-class experiences that will stimulate the imagination, growth and development for their delegates".

Around 70 event professionals from Australia and New Zealand will meet on the Gold Coast next month (14 August – 16 August), for three days of appointments, networking and exploration of the Gold Coast's best business event offerings.

TIGC23 is supported by tradeshow partners Gold Coast Convention and Exhibition Centre, Moreton Hire and EXPONET. Event partners The Langham Gold Coast, Village Roadshow Theme Parks, The Star Entertainment Group, Dreamweaver Creative Corporate Events, Burleigh Pavilion and accommodation partners Dorsett Gold Coast, JW Marriott Gold Coast Resort & Spa, QT Gold Coast and Novotel Surfers Paradise.

Applications are still open for conference and event organisers. To find out more about TIGC23 click [HERE](#).

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CONTACT: Jo Wormald | 0412 996 011 | jo.wormald@destinationgoldcoast.com

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