

MEDIA RELEASE



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BUSINESS EVENTS CONTINUES TO RIDE WAVE OF SUCCESS ON THE GOLD COAST

Destination Gold Coast is diving head-first into the new year on the back of the success of 2022 with a total of 146 events in the city's business events pipeline worth some \$200 million between now and 2030.

Bids secured include two confirmed international events, the 17th World Federation of Chiropractic (WFC) Biennial Congress in 2023 and the 74th Annual International Communication Association (ICA) Conference in 2024, which were secured with the support of Tourism Australia's Bid Fund Program and Tourism Events Queensland's Business Events Acquisition and Leveraging Fund.

These two events combined are expected to attract 4,000 delegates from 80 countries and will inject more than \$11 million into the Gold Coast economy.

Destination Gold Coast's Head of Business Events Selina Sinclair said demand for hosting business events on the Gold Coast has increased significantly over the past 12 months and is building by the day as the city's reputation for innovation, creativity and entrepreneurship continues to expand.

"In addition to our incredible climate, coastal location and sundrenched lifestyle, a significant investment in infrastructure has been made over the past two years which is seeing the Gold Coast's profile as a business events destination continue to grow," Ms Sinclair said.

"The Gold Coast is attracting scientists, engineers, inventors, entrepreneurs, and creatives of every kind. With companies pouring capital into investment, ideas, entrepreneurship and innovation are flourishing across a wide range of industries.

"I would like to acknowledge and thank our partners Tourism Australia and Tourism and Events Queensland who aided our winning bids."

The 74th Annual ICA Conference was initially secured in 2020 but the event went virtual due to the global pandemic. Destination Gold Coast re-bid for the conference to be hosted 19 - 24 June 2024, and excitingly the Gold Coast was selected to host 3,000 delegates from over 80 countries including the United States, Germany and Japan.

Marking their first time to Australia in 18 years and the very first time being hosted on the Gold Coast, the 17th WFC Biennial Congress will attract 1,000 delegates over four days from 11 - 14 October 2023, who will convene at the Gold Coast Convention and Exhibition Centre Exhibition and Convention Centre, while staying at The Star Gold Coast and getting below the surface to discover a world of fun and adventure at Sea World.

Tourism Australia Executive General Manager Commercial and Business Events, Robin Mack, said the Business Events Bid Fund Program played an important role in securing these two international events which will deliver significant benefits to Australia's visitor economy.

"The Bid Fund continues to help in the critical bidding stage for business events when Australia is competing against other international destinations," Mr Mack said.

"We congratulate Destination Gold Coast on securing these two important events, which will generate global attention for Australia's world-class business events offering."

Destination Gold Coast also partnered with the Gold Coast Convention and Exhibition Centre and successfully won international bid for Society for Eye Research (ISER) 2023 which will add another \$3 million to the City's economy.

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