

MEDIA RELEASE



31 MAY 2023

AUSTRALIA'S IMAGINATION CAPITAL INSPIRES INCENTIVE GROUPS TO REWARD THEIR TEAM WITH A TRIP TO THE GOLD COAST

Destination Gold Coast has launched a global campaign inviting incentive groups to “give their team the trip they deserve”, pitched at the lucrative incentive and corporate event planners in South East Asia

The superb weather and location, unique venues and more than 160 experiences within 30 minutes of the city makes the Gold Coast a sought after incentive travel destination to connect, celebrate and reward extraordinary results.

Destination Gold Coast's Head of Business Events Selina Sinclair said the campaign is designed to speak to the high achievers within their company, those who are sales driven individuals, loyal and always willing to go the extra mile to reach their targets.

“This digital-led campaign is an acknowledgement by us of all the effort and contributions they have made on behalf of their company,” Ms Sinclair said.

“But more than that, it's a reward. A way to say thank you for all the amazing work they have put in and give them something amazing and truly memorable in return, a Gold Coast trip. The incentive they deserve.”

The integrated campaign will be rolled out across trade and social media from May 2023 and will be supported by content and publicity activities.

Give your team the trip they deserve is supported by Tourism Australia's Business Events Advance Program designed to increase the number and value of international business events for Australia.

The Gold Coast has already started to fill the incentive travel pipeline with Amway Thailand choosing the city to host over 1,500 delegates over five days in March 2025 which is expected to inject an estimated \$5 million into the local economy.

This win was secured in partnership with Tourism Australia's Business Events Bid Fund Program and Tourism and Events Queensland.

“We are so very pleased to be supporting this incentive visit to the Gold Coast as part of Tourism Australia's Bid Fund Program,” said Tourism Australia Managing Director Phillipa Harrison.

“Australia has a world-class offering and the expertise to deliver successful incentive events and we look forward to hosting over 1,500 delegates as part of Amway Thailand in 2025,” Ms Harrison said.

Incentive travel made up 12.9% of all business events on the Gold Coast and was the 4th most popular international business event destination in 2019-2020.

“The Gold Coast saw incentive travel groups reduced to 3.7% (2021-2022) during the pandemic, so it’s exciting to see the rebuilding of visitation through effective marketing and working collaboratively with the City of Gold Coast, Government, our industry and stakeholders,” Ms Sinclair said.

The Queensland Government, through Tourism and Events Queensland, is proud to support events like this which are vital to Queensland's tourism industry - attracting visitors, supporting local jobs and promoting our destinations.

ENDS

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

CONTENT: Licensed images and video are available for non-commercial use by media, tour operators, travel agents, meeting professionals, and convention promoters. These assets are available for download via the Destination Gold Coast digital library, Content Hub by registering [HERE](#)