

MEDIA RELEASE



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‘THIS IS GOLD COAST’ TO BOOST BUSINESS EVENTS RECOVERY TO THE TUNE OF \$40 MILLION

Destination Gold Coast will host 80 professional conference organisers, decision-makers, and media representatives this week for ‘This is Gold Coast’, a three-day familiarisation to showcase the Gold Coast’s purpose-built infrastructure to create memorable and extraordinary business events.

The 2022 program, from 21 – 23 June, will be the largest hosted by the city since before the pandemic.

Destination Gold Coast CEO Patricia O’Callaghan said ‘This Is Gold Coast’ was perfectly timed to capitalise on the pent-up desire for delegates to meet again face-to-face.

“Business events is a sector built on face-to-face interaction, and we are hearing loud and clear from our partners and delegates that nothing beats human connection,” Ms O’Callaghan said.

“This annual event is a cornerstone for the business events sector, and this year, we are incredibly proud to showcase some of the Gold Coast’s newest accommodation and event spaces blended with fresh experiences and offerings.

“80 fully hosted buyers hailing from domestic and international markets will get the opportunity to connect with our local partners and rediscover a city that is quickly becoming a hub of visionary thinking and one of world’s most exciting business events destinations.

“The delegation represents companies and associations with the potential to generate more than \$40 million in future business events for the city.”

Innovation, creativity, and entrepreneurship will be front and centre this year with the program accelerated by a robust Knowledge Program that will showcase the innovation and entrepreneurship that is shaping the Gold Coast into a smart and sustainable city of the future.

The Knowledge Program, which will include keynotes from the City of Gold Coast and the Gold Coast Health and Knowledge Precinct, received grant funding from the Australian Government under the Recovery for Regional Tourism Program administered by Austrade.

Destination Gold Coast’s Head of Business Events Selina Sinclair said the Gold Coast’s credentials to stage business events continues to grow.

“We’ve received an extraordinary level of interest to attend ‘This is Gold Coast’ and we’re ready to deliver a memorable event in The Imagination Capital of Australia, leaving no doubt for decision-makers and buyers that we’re the best choice for business events in Australia and globally,” said Ms Sinclair.

“The business events sector is an important part of our weekday visitor economy and prior to the pandemic generated \$570 million in economic benefit for the city.”

Program highlights include a welcome lunch beachside at Burleigh Pavillion, a future focused Industry Knowledge Exchange at the Gold Coast Convention and Exhibition Centre and evening showcases at Miami Marketta and Cali Beach Club.

Delegates considering the Gold Coast for a future business event will have the opportunity to engage with over 30 Gold Coast meeting and accommodation venues and specialist suppliers in a full day of pre-scheduled meetings at Gold Coast Convention and Exhibition Centre.

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