

MEDIA RELEASE



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‘THIS IS GOLD COAST’ DELIVERS \$50 MILLION IN LEADS WITH SIGNATURE BUSINESS EVENTS FAMILY

Around 80 event planners, professional conference organisers and media representatives from Australia, New Zealand and South East Asia will experience the Gold Coast’s best business events offerings this week (14 – 16 August) for the ninth This is Gold Coast 2023 (TIGC23).

The Destination Gold Coast Business Events team has created an immersive, educational and memorable three-day familiarisation program that will show off the best example of venues, culture and experiences for meetings, conference and incentive groups.

Destination Gold Coast Interim COO Rachel Hancock said TIGC23 is all about inspiring the imagination with creative and bespoke events while recognising the Gold Coast as a business events city with an entrepreneurial culture across a multifaceted range of industries.

“Our city is on the move – driven by investment in new business, technology and infrastructure – which allows for event organisers to tap into the strength of these developed key sectors for partnerships and subject matter experts,” Ms Hancock said.

“TIGC23 is a key event on our annual calendar, providing the business events industry with a platform to connect with our local tourism partners with more than 900 meetings scheduled,” she said.

The cornerstone business event coincides with the appointment of Destination Gold Coast’s Head of Business Events, Brooke Campbell. Brooke has a wealth of global experience having led multi-faceted programs to drive growth in the New Zealand International Convention Centre (NZICC) and is well known in the industry.

Mrs Campbell said she is thrilled to relocate to the Gold Coast with strong ambitions to promote the Gold Coast’s elevated business events offering both nationally and globally.

“Whether you are looking for luxury venues like The Langham, relaxing in nature by Tallebudgera Creek, or connecting with Indigenous culture at Jellurgal Aboriginal Cultural Centre, the Gold Coast has it all and makes it easy to meet on the Gold Coast,” Mrs Campbell said.

TIGC23 will feature a full-day tradeshow at the Gold Coast Convention and Exhibition Centre with scheduled business appointments showcasing more than 40 tourism partners and products as well as a series of networking events and activations at multiple venues across the Gold Coast.

From stand-up paddle board yoga at Tallebudgera Creek, exploring distilleries and breweries dotted throughout coast to dining under the stars at Sea Worlds Atlantis Precinct and a gala event at The Langham, the Gold Coast will highlight its unrivalled business events offering.

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.

Accommodation partners; Dorsett Gold Coast, JW Marriott Gold Coast Resort & Spa, QT Gold Coast and Novotel Surfers Paradise.

ENDS

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