

# NOJIMA GROUP 2020

GOLD COAST, AUSTRALIA

BUSINESS EVENTS  
**GOLD COAST.**



# EVENT SNAPSHOT

Nojima is an electrical retailer founded in 1959, headquartered in Yokohama, Japan. The organisation hosts an annual program designed to reward employees through travel to an international destination.

The destination bid to host Nomija Group 2020 was secured by Destination Gold Coast in partnership with Tourism Australia, supported by the Business Events Bid Fund Program (BFP) and Tourism and Events Queensland.



## 3,152

DELEGATES AND FAMILIES



## JANUARY 2020

06-09, 13-16, 20-23

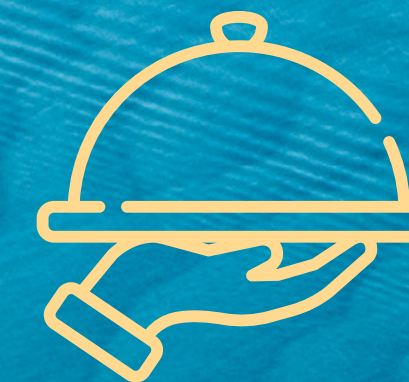


## 4 DAYS



## 9 WAVES

OF INTERNATIONAL ARRIVALS



## 3 GALA DINNERS

GOLD COAST CONVENTION AND  
EXHIBITION CENTRE



## 4 HOTELS

THE STAR GOLD COAST, VOCO GOLD COAST,  
MANTRA ON VIEW, MANTRA LEGENDS HOTEL



# WINNING DESTINATION

The event was secured following three years of industry-wide collaboration, with enhanced airline capacity, seamless ground operations and year-round sunshine some of the winning factors in selecting the Gold Coast.

Initially designed as an annual trip within Japan, the program extended over the years to offer both employees and close family the opportunity to enjoy an overseas holiday together. Positive results of increased sales and profitability have seen the event grow every year, with more than 3,100 staff and family members attending in 2020 on the Gold Coast.

According to Mr Yoshiyuki Tanaka, Head of Administration, the Gold Coast offered a compelling blend of infrastructure and appeal for both delegates and families.

“Gold Coast is a destination that can accommodate many participants, has a variety of attractions such as theme parks and wildlife experiences suitable for family, and most importantly it is a safe destination to travel. We also needed to choose a destination where air capacity (direct service from Japan) was not an issue. And Gold Coast seems to be the destination where weather is good year-round.”

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📍 GOLD COAST BROADWATER

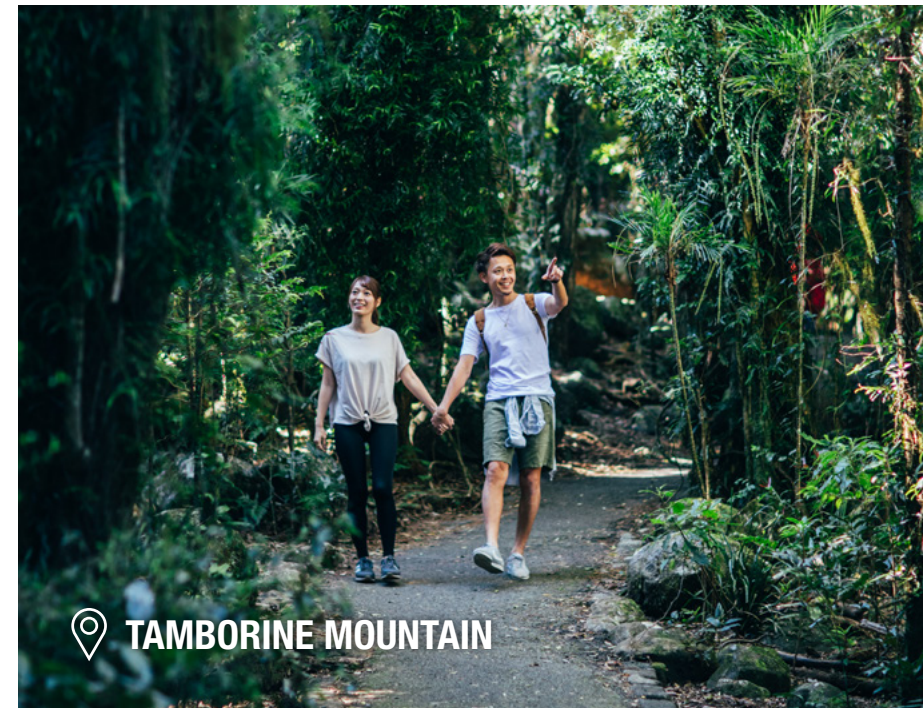


# PROGRAM HIGHLIGHTS

The program featured a combination of leisure time and tours of the Gold Coast's attractions and experiences. Activities were designed to ensure delegates could enjoy the beachside city's stunning beaches and nearby rainforests, with options to enjoy surfing, body boarding or stand up paddling lessons.

Family fun featured prominently in the program with theme parks offering thrill rides and live shows at Warner Bros. Movie World, Sea World, Dreamworld and WhiteWater World.

Shoppers were also well catered for in the program with visits to some of the city's best shopping malls and outlets.



TAMBORINE MOUNTAIN



BURLEIGH BEACH



CURRUMBIN WILDLIFE SANCTUARY



DREAMWORLD

“

**WE'VE HAD GREAT FEEDBACK FROM OUR STAFF; PEOPLE ARE FRIENDLY, THE FOOD IS WONDERFUL AND MANY HAVE POSTED ONLINE PHOTOS ENJOYING THEME PARKS AND THE SUMMER WEATHER**

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# GALA NEW YEAR PARTY

Gold Coast Convention and Exhibition Centre (GCCEC) was the host venue for three gala events, with the New Year Party considered one of the most important highlights of the program. Typically held in a hotel, Nojima selected GCCEC because of the special features and theming options the venue was able to deliver, as well as the capacity to easily accommodate events with more than 1000 delegates.

The events featured a stunning 'Under the Sea' theme, Welcome to Country Indigenous performances and projection mapping, bringing Australia to life in an interactive visual display. GCCEC is renowned for its specialist in-house team to orchestrate technically complex events and the Nojima dinners certainly delivered on the wow-factor.



📍 GOLD COAST CONVENTION AND EXHIBITION CENTRE

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**WE FELT AND APPRECIATED EVERYONE'S SUPPORT AND COOPERATION ON THE GOLD COAST TO MAKE THE EVENT SUCCESSFUL. THIS IS OUR FIRST VISIT TO THE GOLD COAST AND WITHOUT YOUR SUPPORT IT MAY NOT HAVE HAPPENED**

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📍 DAVID FLEAY WILDLIFE PARK



📍 GOLD COAST CONVENTION AND EXHIBITION CENTRE



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