

Media Release

BUSINESS EVENTS CASE STUDY – Prepared by Bree Noonan: Marketing Communications Executive – Gold Coast Convention and Exhibition Centre.

Name:	Australian Motorcycle Expo Gold Coast
Client:	Exhibition and Trade Fairs
Type:	General Public Event
Attendees:	Attendance over 3 days was over 22,000 +
Days:	3 days
Date:	20 th – 22 nd February 2009
Budget:	Top Secret

THE EVENT AND WHAT WE DID:

Over 22,000 motor enthusiasts experienced the sights and sounds of the inaugural Australian Motorcycle Expo at the Gold Coast Convention and Exhibition Centre (GCCEC) from Friday February 20-Sunday February 22.

Motor fans enjoyed the new and exciting 3 day super show featuring The Australian Motorcycle Expo, The Australian Scooter Festival and The Australian Personal Watercraft Show for the first time. This inaugural event had exclusive use of the GCCEC and utilized over 14,000 square metres of ground floor exhibition space inside and outside the centre! The first-run event eclipsed the Brisbane (2007) attendance figures by an incredible margin, with organizers, Exhibitions and Trade Fairs reporting a 65% increase in visitors.

The decision to move the Australian Motorcycle Expo to the award-winning GCCEC prompted organizers to compliment the Motorcycle Expo event with the two additional and exciting shows. Street bikes, dirt bikes, customs, choppers and ATVs were showcased alongside the latest scooter and PWC models, bringing together a range of recreational activities in one ideal location, the first event of its type in Australia.

Given the Gold Coast's love affair with the beaches and Broadwater, the location presented the ideal opportunity to introduce a dedicated PWC show, with an ever-expanding range of models and manufacturers. Exhibits, displays and action demonstrations were able to make full use of the Centre's interior and exterior facilities, with constant crowds adding to the family-friendly atmosphere.

Event Manager Mark Petersen said the Expo had the potential to become one of the Gold Coast's premier events after an exceptionally successful staging last week.

"We're already looking forward to next year, with every indication the event will return and already a huge amount of interest in bookings." He said.

www.gccec.com.au

PO Box 1407 Broadbeach Queensland 4218, Australia
tel: +61 7 5504 4000 fax: +61 7 5504 4001 email: sales@gccec.com.au

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CHALLENGES AND SOLUTIONS:

Another challenge was the size of the event; the largest public event held in the Centre's 4 year history. With 22,000 people entering the building come logistical issues with regards to crowd control, lines, concession catering stands and customer flow. Luckily the quick thinking experienced floor and management staff at the GCCEC were able to accommodate peak periods over the weekend by opening extra ticketing outlets to ensure guests were moved into the exhibition as quickly as possible.

OBJECTIVES & RESULTS

The Australian Motorcycle Expo Gold Coast shaped up to be one of the most comprehensive events ever presented on the Gold Coast. A number of the new motorcycle models made their first ever public appearances at the Expo ensuring maximum crowd excitement. The motor industry is rallying strongly in these times of economic uncertainty and more and more people are looking to two wheel transport options for the advantages they offer. Motorcycling is a very popular recreational pastime and is accessible to many people regardless of age, experience or budget. The Inaugural Australian Motorcycle Expo Gold Coast was a highly successful event surpassing past expos of its nature held in Brisbane.

CLIENT COMMENTS

"The Australian Motorcycle Expo Gold Coast shows that the industry is thriving despite tough financial times, we're ecstatic with the response from visitors, who really embraced the event and all it had to offer. We're already looking forward to next year, with every indication the event will return and already a huge amount of interest in bookings."

- *Mark Petersen, Event Manager*

ENDS