



**DESTINATION
GOLDCOAST.**
MEDIA RELEASE

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GOLD COAST BUSINESS EVENTS MARKET SHARE ON THE RISE

Gold Coast has claimed a large stake of Queensland’s business events market as latest figures reveal an upward trend for meetings over the last financial year.

The QBES* results released today show the Gold Coast attracts 44 per cent of all conferences in Queensland.

Destination Gold Coast CEO Annaliese Battista said the results are a clear indication the city delivers a consistent and compelling offer for business events.

“The latest data reaffirms the Gold Coast’s business events market share continues to be propelled by a combination of world-class infrastructure, diverse experiences and increased accessibility - in the heart of Australia’s holiday playground,” said Ms Battista.

“The Gold Coast rates highly in delivering this mix, with the added bonus of stunning beaches and rainforests in one of the most ideal climates in the world.”

The survey also highlights higher average delegate numbers per meeting for those attending Gold Coast conferences.

“The Gold Coast is a city delegates hope their company or association choose for their next meeting, with 14 per cent more delegates on average signing up for a conference in our city,” she said.

The Gold Coast already boasts the longest stay by business events delegates in Queensland, accounting for 3.1 days in the region.

“The results reflect the confidence and proactive approach of the city and industry partners to constantly reinvent our tourism and business events offering.”

Gold Coast Business Events Market Share

	Gold Coast	Rest of Qld
Gold Coast market share – Meetings	44% (+2%)	56%

Gold Coast market share – Delegates	47% (+1%)	53%
Gold Coast market share – Delegate Days	49% (+2%)	51%

ENDS

*The Queensland Business Events Survey (QBES) is compiled by Queensland Treasury for Tourism Events Queensland.

The Business Events Council of Australia defines a business event as: as any public or private activity consisting of minimum of 15 persons with a common interest or vocation, held in a specific venue or venues, and hosted by an organisation (or organisations). This may include (but not limited to): conferences, conventions, symposia, congresses, incentive group events, marketing events, special celebrations, seminar, courses, public or trade shows, product launches, exhibitions, company general meetings, corporate retreats, study tours or training programs.

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