

MEDIA RELEASE



16 MARCH 2022

GOLD COAST CEMENTS ITSELF AS THE IMAGINATION CAPITAL OF AUSTRALIA FOR BUSINESS EVENTS

Destination Gold Coast's new campaign for business events will be unveiled to the city's political and business leaders today (16 March) at the Home of the Arts (HOTA) ahead of a global launch at the Asia Pacific Incentives and Meetings Event (AIME) next week.

['The imagination capital of Australia'](#) campaign is a home-grown initiative to drive post-pandemic recovery of the city's business events in the areas of health, innovation, education, screen and arts, and sport.

Destination Gold Coast CEO Patricia O'Callaghan said the first-of-its-kind campaign showcases the Gold Coast's business events credentials.

"The business events sector is a vital part of our Monday to Friday visitor economy, which prior to the pandemic generated \$570 million in economic benefit for the city," Ms O'Callaghan said.

"*The imagination capital of Australia* takes this city into an all new and exciting era of tourism thought, promotion and action.

"Our team will be in Melbourne at AIME – the industry's leading trade event in the Asia Pacific region – to officially launch the compelling new campaign to keep the Gold Coast forefront and speak directly with senior decision makers from around the world who choose future conference destinations.

"This campaign highlights the breadth and depth of the region because we are much more than our well-known sand and surf, the Gold Coast is a credible business events destination.

"We are a destination bursting with capability and a city coming of age in one of the world's fastest growing regions. Our future events pipeline reflects this with 145 conferences and meetings, worth an estimated \$206 million, committed to meet here between now and 2030."

Ms O'Callaghan said *The imagination capital of Australia* is all about combining everything that is globally known and loved about the Gold Coast with its purpose-built infrastructure to create memorable and extraordinary business events that can't be replicated anywhere else in the world.

"Where else in the world can you indulge in breakfast onboard an ocean cruise to whale watch and then walk straight into your conference at a state-of-the-art venue before watching the sun set from our kilometres of golden beaches? Only on the Gold Coast," said Ms O'Callaghan.

Destination Gold Coast Chair and Gold Coast Convention and Exhibition Centre General Manager Adrienne Readings said there is a palpable pent-up desire for delegates to meet again face-to-face.

"The imagination capital of Australia is a fresh and exciting brand identity that redefines the Gold Coast as the best place in the world to meet," said Ms Readings.

"Today is certainly a turning point in how we go out and sell the Gold Coast, and how people will look at our business events hosting credentials into the future.

"The Gold Coast is a city enabled by technology where entrepreneurship is flourishing, and this is critical to the events sector moving forward. We are also home to learning and innovation, which is attracting huge investment and talent across a range of industries."

Tourism Australia Executive General Manager of Commercial & Business Events Australia Robin Mack commended the campaign rollout.

"We're delighted to have supported Destination Gold Coast through the Advance Program in the delivery of its new brand campaign to promote the destination to the world," Mr Mack said.

"The Advance Program offers support for industry-led projects that aim to increase the number and value of business events for Australia. With the recent reopening of Australia's international borders to fully vaccinated travellers, projects like these will help drive demand for Australia and fast track the industry's recovery."

Destination Gold Coast's AIME activation will be significantly enhanced through the support of the Australian Government under the Recovery for Regional Tourism Program, which has enabled a major contingent of Gold Coast industry to attend and promote the city for future business events.

Destination Gold Coast, together with partners, is committed to leading the way forward for a robust recovery of the city's business events sector.

Future conferences confirmed for the Gold Coast include:

- Screen Forever 36 | Screen Producers Association of Australia | 800 delegates | March 2022
- 10th IASP Asia Pacific Conference | International Association for Suicide Prevention | 400 delegates | May 2022
- 35th Australian International Education Conference | 800 delegates | October 2022
- AMSA National Convention 2023 | Australian Medical Students Association | 1,000 delegates | July 2023
- World Federation of Chiropractic Biennial Congress | 900 delegates | October 2023

ENDS

CONTACT: Madison Harding | 07 5584 6267 | madison.harding@destinationgoldcoast.com

CONTENT: Licensed images and video are available for non-commercial use by media, tour operators, travel agents, meeting professionals, and convention promoters. These assets are available for download via the Destination Gold Coast digital library, Content Hub by registering [HERE](#)