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GOLD COAST SECURES FIRST MAJOR CONFERENCE AS BUSINESS EVENTS RECOVERY BECKONS

The Gold Coast's business events pipeline is set to grow as Queensland welcomes back all states after months of COVID disruption to announce a major world conference.

Destination Gold Coast CEO Patricia O'Callaghan said the Gold Coast will welcome more than 1,000 delegates for the World Federation of Chiropractic Biennial Congress in March 2023.

"The event is expected to inject \$2.4 million into Gold Coast's economy and will bring together chiropractic association leaders and executives worldwide to share best practice experiences, cultivate networks and explore areas of innovation," Ms O'Callaghan said.

"We're delighted with the outcome of a collaborative bid with our industry partners to attract this highly regarded international congress and we look forward to welcoming these delegates to the Gold Coast."

Securing the event is a milestone after the city endured months of hardship impacting both tourism and business events as a result of COVID-19 shutdowns and travel restrictions.

Ms O'Callaghan said kick-starting the recovery of business events is a priority for the Gold Coast as interconnected industries are set to benefit from a pipeline of upcoming domestic and international conferences.

"Prior to the pandemic, Gold Coast's business events market share increased by five per cent to generate a staggering \$570 million in economic impact," she said.

"Our city is moving forward after an unprecedented year of challenges and we're buoyed by the continued interest and confidence from associations choosing the Gold Coast for future conferences.

"The Gold Coast remains one of the world's most desirable destinations for delegates to meet, offering COVID-safe spacious and adaptive venues that are ready to offer a haven for delegates, backed up by incredible experiences, attractions and natural beauty."

WFC Secretary-General Dr Richard Brown said they were delighted to be partnering with the Australian Chiropractors Association (ACA) in hosting the Biennial WFC Congress on the Gold Coast.

"The Gold Coast is a fantastic location within a nation where chiropractic is a highly utilised and valued service," Dr Brown said.

ACA CEO Dr Matthew Fisher said the Gold Coast is a perfect destination for overseas delegates and Australians alike.

"We are proud to host in 2023 in what we hope is the confident recommencement of safe international events where ideas are exchanged, and networks strengthened through research, education and meetings," said Dr Fisher.

The bid was secured by Destination Gold Coast in partnership with Tourism Australia support by the Business Events Bid Fund Program (BFP), and Tourism and Events Queensland and will be hosted at the Gold Coast Convention and Exhibition Centre.

Tourism Australia Managing Director Phillipa Harrison said securing the conference on the Gold Coast provides the local business events industry with some confidence in the pipeline of future events as it recovers from the impacts of the global COVID-19 pandemic.

"Lucrative business events require significant planning and by winning events such as this one, we are helping to drive the long-term recovery of our visitor economy while also ensuring Australia remains front of mind among decision makers as a world-class events destination," Ms Harrison said.

The Queensland Government through Tourism and Events Queensland said it is proud to support business events like this which are vital to Queensland's tourism industry - attracting visitors, supporting local jobs and promoting our destinations.

The original World Federation of Chiropractic was established at the World Chiropractic Congress in Sydney in 1988 and represents members and the chiropractic profession in the international community, encompassing 90 national associations of chiropractors in 95 nations.

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