DESTINATION GOLDCOAST.

MEDIA RELEASE

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$11 MILLION IN BUSINESS EVENTS SECURED SET TO BOLSTER GOLD COAST'S RECOVERY

Some 7,000 delegates will make their way to the Gold Coast over the next few weeks, with business events set to boost recovery for the local economy.

The Gold Coast has seen a welcome return of domestic business events since capacity and social distancing restrictions were largely eased for venues, with a pipeline of conferences booked for the years to come.

Destination Gold Coast CEO Patricia O'Callaghan said the Gold Coast was looking forward to the return of these valued events after a challenging year.

"We're delighted to see the return of large-scale business events in an unquestionably clear sign that we are headed for a strong recovery of this vital industry," Ms O'Callaghan said.

"As momentum continues to build, the city is gearing up to host several large-scale domestic conferences in coming weeks, which is estimated to inject $11 million into the Gold Coast's visitor economy.

"This month will see the return of the Australasian Real Estate Convention from 30-31 May with 3,000 delegates expected to attend in addition to the Australian Pharmacy Professional Conference from 20-23 May with up to 4,000 delegates.

"Conferences of this scale contribute significantly to the Gold Coast economy and the flow-on effect to our hotels, restaurants, transport providers and attractions is incredibly important."

Ms O'Callaghan said Destination Gold Coast has continued to engage with international and domestic conference organisers throughout the global pandemic to lock-in these high yielding events for the city.

"Destination Gold Coast, in partnership with local industry, has secured 166 future conferences and meetings for the destination valued at over $184 million despite the difficult environment resulting from COVID-19," said Ms O'Callaghan.

"We are also actively working with event organisers to confirm an additional $143 million of conferences and meetings through strategic marketing activities and bid opportunities.

"There is a compelling desire to meet face-to-face, a consistent sentiment across the industry, so we are optimistic the pent-up demand for business events will be very strong.

"The Gold Coast is incredibly well positioned to welcome events with spacious and adaptive venues, an outdoor lifestyle and our low-density population that offers a haven for event organisers and delegates."

Gold Coast Convention and Exhibition Centre will host the two large-scale business events in a bumper month of activity at the world-class venue.

General Manager Adrienne Readings said that large conferences bring with them a much-needed economic boost to both the event industry and local economy.

"We're thrilled to welcome both the Australian Pharmacy Professional Conference and Australasian Real Estate Convention back to the Gold Coast and our venue this month. It's fantastic to see the city buzzing with the return of thousands of intrastate and interstate business event visitors," Ms Readings said.

"These conferences help deliver lasting economic benefit to the region, supporting jobs and revenues as accommodation providers see an uplift in midweek occupancy and tourism operators and small businesses experience a boost in sales."

The Gold Coast is recognised as a leading destination in Australia for business events and pre-COVID, attracted almost half of all business events hosted in Queensland in 2019, injecting $570 million into the economy.

Destination Gold Coast is committed to lead the way forward for a robust recovery of the business events sector.

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