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GOLD COAST WELCOMES INFLUENTIAL CONFERENCE HOSTS

'This is Gold Coast' Business Exchange set to boost over \$14 million in business events recovery.

Destination Gold Coast will host 26 delegates this week for 'This is Gold Coast', a three-day event showcasing some of the best venues, experiences and professional services on offer for business events on the Gold Coast.

Influential conference decision-makers, professional conference organisers and media representatives will attend the program from 22 – 24 June. The delegation represents companies and associations with the potential to generate more than \$14 million in future business events for the city.

Destination Gold Coast CEO Patricia O'Callaghan said the return of this event, after cancelling last year, represents a significant step towards recovery for the Gold Coast's business events sector.

"We're incredibly proud to showcase our city to this valued group of influential hosts to see first-hand how incredibly well the Gold Coast delivers on staging successful business events," said Ms O'Callaghan.

"Our resilient and resourceful business events industry partners have joined us in developing an inspired and innovative program designed to leave our delegates with the ideas and connections to create an unforgettable conference on the Gold Coast."

Program highlights will include a welcome lunch at Currumbin Wildlife Sanctuary, watching the sunset onboard YOT Club and breakfast at RACV Royal Pines Resort. Delegates will also experience the newly opened \$60 million Gallery at HOTA, Home of the Arts.

According to Ms O'Callaghan, the event could not have come at a better time, as the city worked to rebuild its \$570 million pre-COVID business events economy.

"This sector is built on face-to-face interaction, and we are hearing loud and clear from our partners and delegates that nothing beats human connection," she said.

"We've had an extraordinary level of interest to attend 'This is Gold Coast' and we're ready to deliver an event that will leave no doubt we're the best choice for business events in Australia."

Village Roadshow Theme Parks (VRTP) COO, Bikash Randhawa said business events are an integral part of the business for us and the city of Gold Coast and it is great to see the return of the 'This is Gold Coast' Business Exchange, as pre-COVID the activation had exceptional results across all parts of the city.

"At VRTP we are proud to support initiatives which attract business events to the city, and we are excited to be sponsoring the 'This is Gold Coast' Business Exchange with a Gala Dinner at Warner Bros. Movie World," he said.

“It is wonderful to see the return of the Business Exchange event which is a great initiative by Destination Gold Coast to continue the sector’s post-COVID recovery. There is an excitement around the sector as business events are starting to get attention, and we feel clients are craving to get back together for face-to-face events.

“We have been ready for live events at VRTP thanks to our dynamic range of indoor and outdoor oversized venues which provide us with flexibility to manage events based on current and changing restrictions, while also meeting our clients’ expectations.

“AT VRTP our mantra has always been ‘where serious business meets serious fun’ which is synonymous with the Gold Coast.”

Delegates considering the Gold Coast for a future business event will have the opportunity to engage with over 30 Gold Coast meeting and accommodation venues and specialist suppliers in a full day of pre-scheduled meetings at Gold Coast Convention and Exhibition Centre, as well as visit major meeting venues.

‘This is Gold Coast’ is an initiative of Destination Gold Coast in a collaborative city approach with industry partners.

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