



2 DECEMBER 2021

## **GOLD COAST RESULTS DEMONSTRATE UNWAVERING DEMAND FOR BUSINESS EVENTS**

**Despite the challenging environment faced by the business events sector throughout the pandemic, the pent-up demand to meet face-to-face on the Gold Coast shows no signs of abating.**

Destination Gold Coast secured 104 conferences with an estimated economic impact of \$99.3 million in the twelve months to June 2021, with the level of enquiry and bidding opportunity remaining strong and returning to results closer to pre-COVID levels.

Announcing the results at the marketing body's Annual General Meeting last week (24 November), Destination Gold Coast CEO Patricia O'Callaghan said the city is looking forward with renewed optimism.

"In an undeniably tough year for our industry, it's heartening to see these results which signal a positive outlook towards a robust recovery," Ms O'Callaghan said.

"Our industry has demonstrated how incredibly adaptive and resourceful they are when challenges arise, and this collaborative effort certainly reflects the determination of our sector to rebound and come back stronger than ever."

According to Ms O'Callaghan, the Gold Coast is well positioned to lead the visitor economy into recovery with business events set to contribute significantly.

"There is a strong desire to meet and connect in person and we have been highly aware of this consistent sentiment across the industry as this demand will drive growth," she said.

"Business events are a vital part of our visitor economy, particularly as they support Gold Coast's economy from Monday to Thursday and during off peak periods."

Recent conferences confirmed for the Gold Coast include:

- The Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG), 2022 – 1,000 delegates
- 35<sup>th</sup> Topical Meeting of the International Society of Electrochemistry, 2023 – 200 delegates
- Australian Medical Students Association (AMSA) National Convention, 2023 – 1,000 delegates
- API National Property Conference, 2022 – 600 delegates

Ms O'Callaghan said momentum is building and anticipates as the city rebounds, the Gold Coast will be recognised globally as the destination of choice for business events.

"The Gold Coast is a city coming of age in one of the world's fastest growing regions, which is redefining our offering for business events," said Ms O'Callaghan.

"Our future pipeline reflects this with 144 conferences and meetings, worth an estimated \$191 million, committed to meet here between 2022-2030. \*

"Beyond our world-class infrastructure, natural environment, and extraordinary delegate experiences, we've also been quietly building a knowledge economy that will contribute significantly to strengthening our business events sector."

\* Estimates are current and subject to change.

## ENDS

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