

BUSINESS EVENTS AUSTRALIA GREATER CHINA SHOWCASE

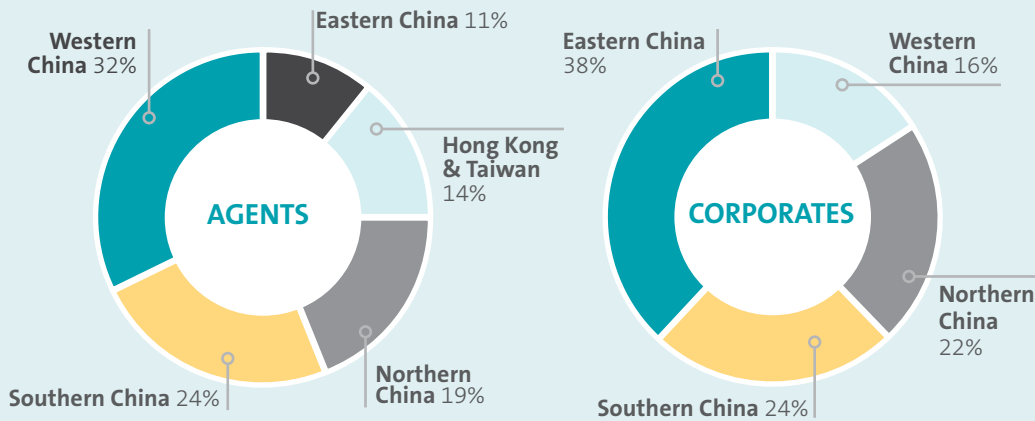
19 to 21 April 2017

BUSINESS EVENTS AUSTRALIA
AUSTRALIA.COM/BUSINESSEVENTS

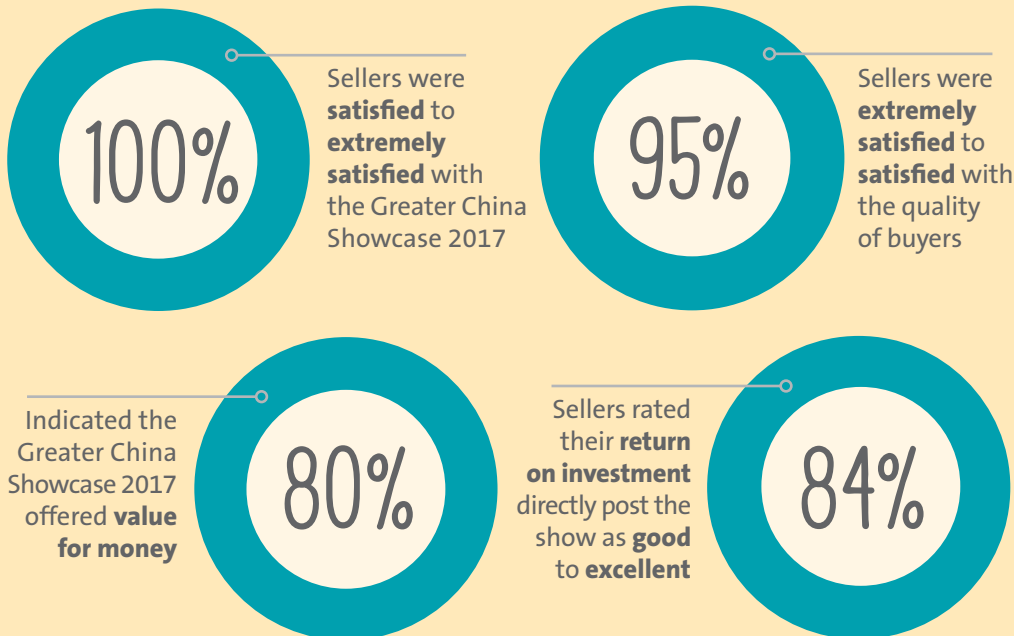


The Business Events Australia Greater China Showcase is Tourism Australia's signature event for the China market, designed to provide access to buyers, insights into market trends and market intelligence during a three day program. This event provides Australian industry with the opportunity to strengthen relationships with key agents, corporate buyers and media, whilst showcasing Australia's most outstanding business events products.

BUSINESS EVENTS HOSTED BUYERS BY REGION



POST-EVENT SURVEY RESULTS



The Greater China Showcase was fantastic, yet another successful event delivery by the BEA team. We are confident we'll see a return on investment with the quality of contacts made.

Australian Seller

Number of leads generated

135+

ATTENDEES

37

Australian industry sellers

37

Greater China corporates

37

Greater China agents

MEDIA

26

Greater China Media

109+

pieces of media coverage generated*

1,500+

appointments

SAVE THE DATE

Greater China Showcase, China
April 2018 (TBC)

*as at 30 June 2017