

# PACIFIC AREA INCENTIVES & CONFERENCES EXPO

Tuesday 14 November 2017

BUSINESS EVENTS AUSTRALIA  
AUSTRALIA.COM/BUSINESSEVENTS



The Pacific Area Incentives & Conferences Expo (PAICE), organised and managed by ProMag Publishing, is a one day showcase of business events products and services for New Zealand based professional business events planners and corporate end users. The event aims to increase their knowledge and provide them with information and inspiration on incentive products and experiences.

Industry attending PAICE as sellers register directly with Promag Publishing. At PAICE, Tourism Australia's specialist business events unit, Business Events Australia (BEA), secures a significant area of the show floor, branded the 'Australia Precinct', to highlight Australia's business events incentive offering.

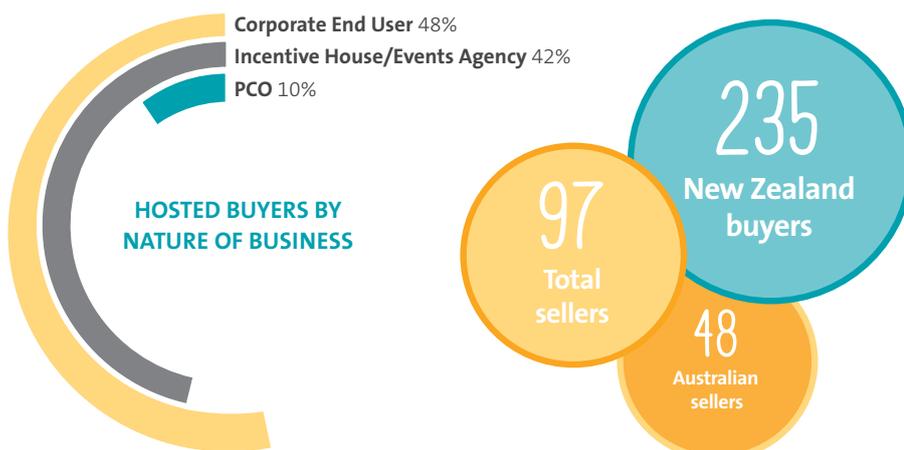
## WHY ATTEND PAICE 2018 WITH BUSINESS EVENTS AUSTRALIA

- A strong presence on the show floor, with all Australian sellers located within the branded 'Australia Precinct'.
- Inclusion in Business Events Australia PAICE collateral, including the 'Australia Precinct' Exhibitor Listing and Australian PAICE contact list to promote your product with New Zealand buyers.
- Complimentary invitation to the exclusive, 'Business Events Australia Breakfast' as the first opportunity of the day to network with New Zealand buyers.
- Marketing and PR activity by Business Events Australia to raise awareness of Australia's incentive offering.

## THE NEW ZEALAND INCENTIVE MARKET

- In the year ending June 2017, New Zealand was the largest market for international business events visitors to Australia with 194,000 visitors.
- In the same period, New Zealand business events visitors to Australia contributed AUD410m to the economy.

For more information on the New Zealand business events market, please visit the [Business Events Market Profile New Zealand](#)



## POST-EVENT SURVEY RESULTS

97%

of Sellers were satisfied with being part of the Australia Precinct on the show floor

100%

of Buyers were satisfied with the quality of Australian operators representing business events products and services in the Australia Precinct

*'Australia has some really unique propositions and it was great to be reminded that they are constantly evolving and bringing on board new initiatives.'*

90%

of Sellers obtained one or more new business leads

89%

of Sellers established new contacts that will help them secure business for Australia

## SAVE THE DATE

PAICE 2018: Tuesday, 20 November