

# DREAMTIME

3 to 9 December 2017

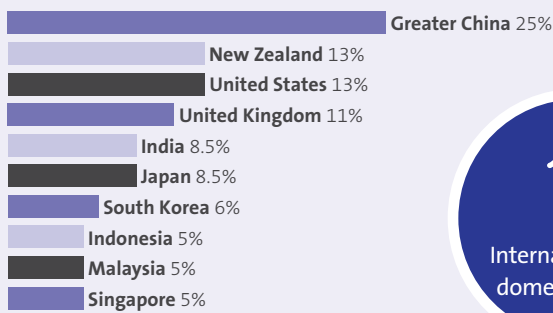


Dreamtime is Tourism Australia's signature incentive showcase, designed to increase awareness of and interest in Australia as an outstanding business events destination. The event provides Australian destinations and operators with the opportunity to connect with qualified business events buyers from around the world, whilst showcasing Australia's incentive experiences and products.

In 2017, Dreamtime was held in Brisbane, Queensland, and was delivered in partnership with Brisbane Marketing.

Delegates experienced first-hand the professionalism, creativity and innovation of Australia's incentive destinations, operators, suppliers and event management companies. After the two day Brisbane program, international buyers, media travelled to Adelaide, Cairns, Port Douglas, Gold Coast, Sunshine Coast, Hamilton Island, Melbourne, Mornington Peninsula, Hunter Valley and Darwin to experience their business events offering.

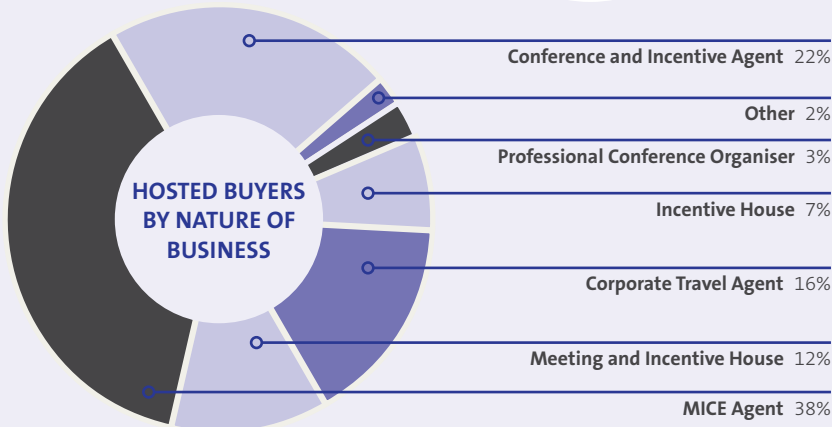
## HOSTED BUYERS BY COUNTRY



95  
International business events buyers

19  
International and domestic media

## HOSTED BUYERS BY NATURE OF BUSINESS

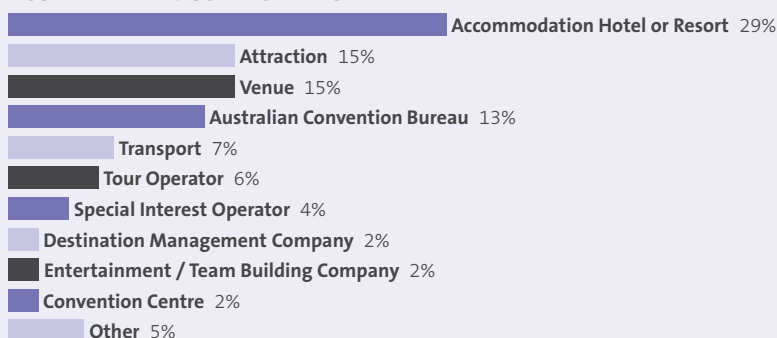


2,624  
Appointments conducted

87  
Australian industry sellers

150+  
Number of business leads generated

## AUSTRALIAN INDUSTRY SELLERS



## POST-EVENT SURVEY RESULTS

### BUYERS

**100%** of buyers were **satisfied** with the Dreamtime program

**95%** of buyers are more **likely** to send travellers to Australia having attended Dreamtime

*"The attention to detail throughout the entire Dreamtime experience was just phenomenal! By far the most creative, inspiring country to work with and return with MICE groups."* UK buyer

**100%** of buyers are now **more likely** to pitch Brisbane as a business events destination

**93%** of buyers are now **more likely** to pitch the region they visited on their educational programme as a business events destination

*"Having visited and experienced what Australia has to offer the MICE market, I am extremely confident recommending and selling the destination to my clients."* UK buyer

### SELLERS

**99%** of sellers were **satisfied** with Dreamtime

*"Dreamtime provides an excellent forum to meet face-to-face with decision makers in the business of operating international incentives."*

**96%** said Dreamtime 2017 offers **value for money**

**99%** of sellers were **satisfied** with the quality of buyers at Dreamtime 2017

**92%** would **recommend** their organisation participate in the next Dreamtime

*"Dreamtime is that rare opportunity for destinations and suppliers to meet highly qualified buyers from across the globe all in one premium location setting. It's a must-do event if you are considering the lucrative incentive market."*

Dreamtime 2017 generated significant media coverage with a reach of over **200 million people**.

The next Dreamtime will be held in 2019. Contact [bea@tourism.australia.com](mailto:bea@tourism.australia.com) for more information.