

PACIFIC AREA INCENTIVES & CONFERENCES EXPO

Tuesday 20 November 2018

BUSINESS EVENTS AUSTRALIA
AUSTRALIA.COM/BUSINESSEVENTS



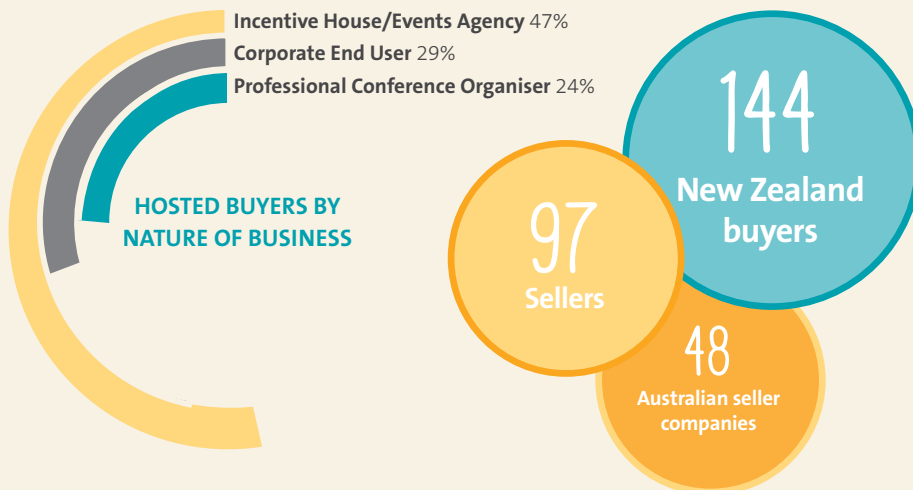
WHAT IS PAICE?

The Pacific Area Incentives & Conferences Expo (PAICE), organised and managed by Convene Group, 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. Australian industry attending PAICE as sellers register directly with Convene Group.

PAICE BUYER

'Business Events Australia is a fabulous partner, they know how to showcase Australia!'

PAICE 2018 QUICK FACTS



THE NEW ZEALAND INCENTIVE MARKET

- In the year ending September 2018, New Zealand was the largest market of international business events visitors to Australia with 240,000 visitors.
- In the same period, New Zealand business events visitors to Australia contributed AUD486 million to the economy.

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 range of Australian operators representing business events products and services in the Australia Precinct

70%

of sellers obtained one or more new business leads

69%

of sellers received business leads from PAICE

95%

of buyers agree Australia is a key destination for consideration for business events

88%

of buyers value PAICE as a key business events trade show on their calendars

72%

of sellers value PAICE to strengthen relationships

59%

created new contacts for future business lead generation

PAICE 2019

Tuesday, 12 November