

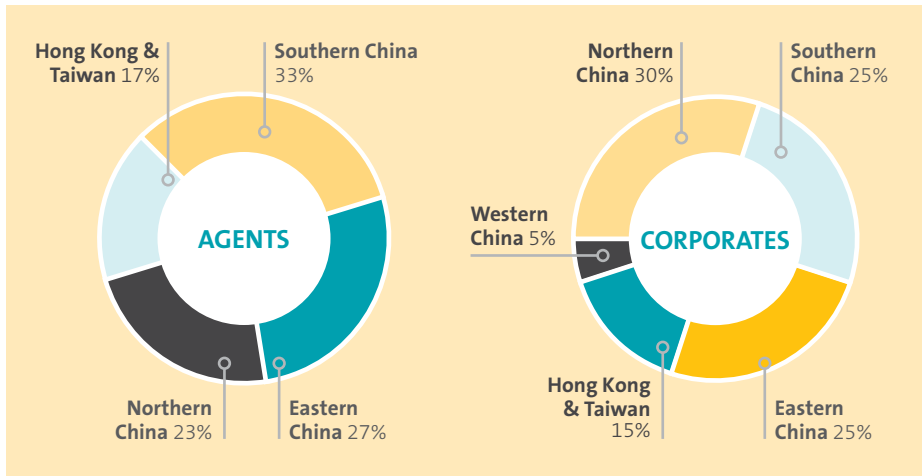
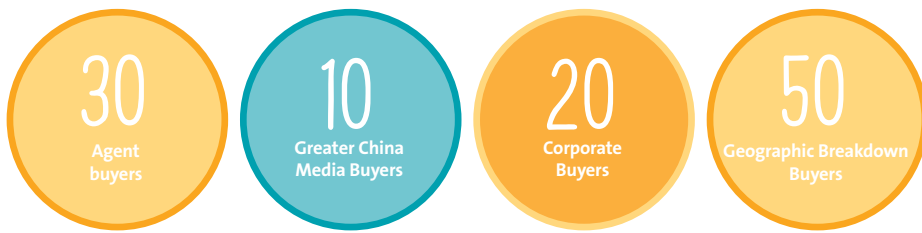
BUSINESS EVENTS AUSTRALIA GREATER CHINA SHOWCASE



Business Events Australia GREATER CHINA SHOWCASE

The BEA Greater China Showcase is Tourism Australia's key incentive showcase for the China market. It is designed to increase awareness of and interest in Australia as an incentive events destination. For the first time ever, in 2018 the BEA Greater China Showcase was held in Australia, in the city of Melbourne, Victoria.

The BEA Greater China Showcase involved a two-day host city program, including a structured business to business session, host city showcase, and networking events. Buyers and media also visited an educational visit to another Australian destination during the showcase (Cairns, Brisbane, Gold Coast, Sydney and Adelaide).



AUSTRALIAN INDUSTRY-SELLERS



LEADS

Number of business leads generated
89+

MEDIA

Earned advertising reach
2.2 BILLION PEOPLE

BUYER SURVEY

100%

satisfaction overall with the Greater China Showcase

"With the pleasant weather, cuisine, recreational activities, well-received hotels and conference facilities, Australia is a very suitable destination for large or small scale business events."

AUSTRALIAN INDUSTRY SURVEY

97%

were satisfied with the event

94%

believe they will sell more as a result of attending the event

100%

satisfaction with the quality of buyers

96%

will recommend their organisation attends the Greater China Showcase 2019

"One of the most valuable event we attend each year in terms of leads and the opportunity to provide updates to decision makers"

SAVE THE DATE

August/September 2019, China.