

CASE STUDY

# AMWAY CHINA 2019 LEADERSHIP SEMINAR CAIRNS, AUSTRALIA



Just how did a regional Australian destination host more than 6,000 incentive delegates from China?

Read on to learn more about the Amway China 2019 Leadership Seminar in Cairns, Tropical North Queensland.

*“We couldn’t be more impressed by the collaboration of all parties involved in ‘Team Australia’ who supported us seamlessly from the pitching process to final delivery of the event”.*

**Carl Wen, Director of Special Events, National Sales, Amway China**

### SECURING THE WIN

Specialising in health and home care products, Amway China is one of the top direct selling companies in the country. While this was the seventh time Australia hosted the event, it was the first time the group travelled to a regional destination. In 2016, Tourism Tropical North Queensland started work on the 2019 bid, with support from Tourism Australia and the Queensland Government.

Beyond offering a cohesive mix of world-class conference venues and bountiful natural tourism assets, the bid was successful in part thanks to a study tour proposal. “We flew to Guangzhou to understand Amway’s philosophy and one sentiment that stood out was their desire to look after the next generation,” said LC Tan, Regional Business Events Director, Tourism Australia.

This provided the inspiration to offer a study tour program as part of the event bid, resulting in Cairns winning the event

in 2017. This will eventually see over 500 of Amway China sales agents’ children travelling to Queensland to take part in a hosted visit.

“Building relationships with clients and creating customised solutions for their incentive trips is very important in the China market, which is beginning to look for more innovative event ideas and itineraries” said Ms Tan.

*“The region had a range of experiences diverse enough to satisfy Amway’s needs. But what really made us stand out as a destination, was that we were able to offer them something unique - a study tour program that really spoke to Amway’s values.”*

**said Rosie Douglas, General Manager Tourism Tropical North Queensland.**

And Cairns certainly delivered.

### SUNNY SERVICE

Between mid-March and mid-April 2019, more than 6,000 delegates touched down in Cairns for Amway China’s 2019 Leadership Seminar.

Over the course of the month, tour operators, hoteliers, local vendors and suppliers joined forces to provide what is being regarded as one of Amway’s most successful incentive events to date.

By the end of the program, 210 tour buses had transported staggered waves of delegates to 12 key attractions including KUR-Cow Barnwell Farm, Rainforestation Nature Park, Hemingway’s Brewery and Skyrail Rainforest Cableway. “The success has been the variety of what the region could offer the delegates,” said Ms Douglas.

### TRIUMPH IN THE TROPICS

Delegate satisfaction rates for Amway China’s 2019 Leadership Seminar in Cairns rank among the company’s highest ever.

“Everything was so convenient and easily accessible that delegates reported a feeling of relaxation during the trip” said Ms Tan, referring to the short 7 km drive from the Domestic and International Airports to the city centre, event venues, tourism operators and 5-star accommodation.

Such success is testament to the region’s ability to deliver large-scale, tailor-made international business events.



## FAST FACTS



6,000 + delegates



Over 100 flights on 6 airlines



400 support workers



210 tour buses



16,000 hotel room nights



12 attractions /venues used



14 private dinners hosted at Cairns Aquarium



6500 mud crabs consumed



Amway beer especially brewed by local brewery

