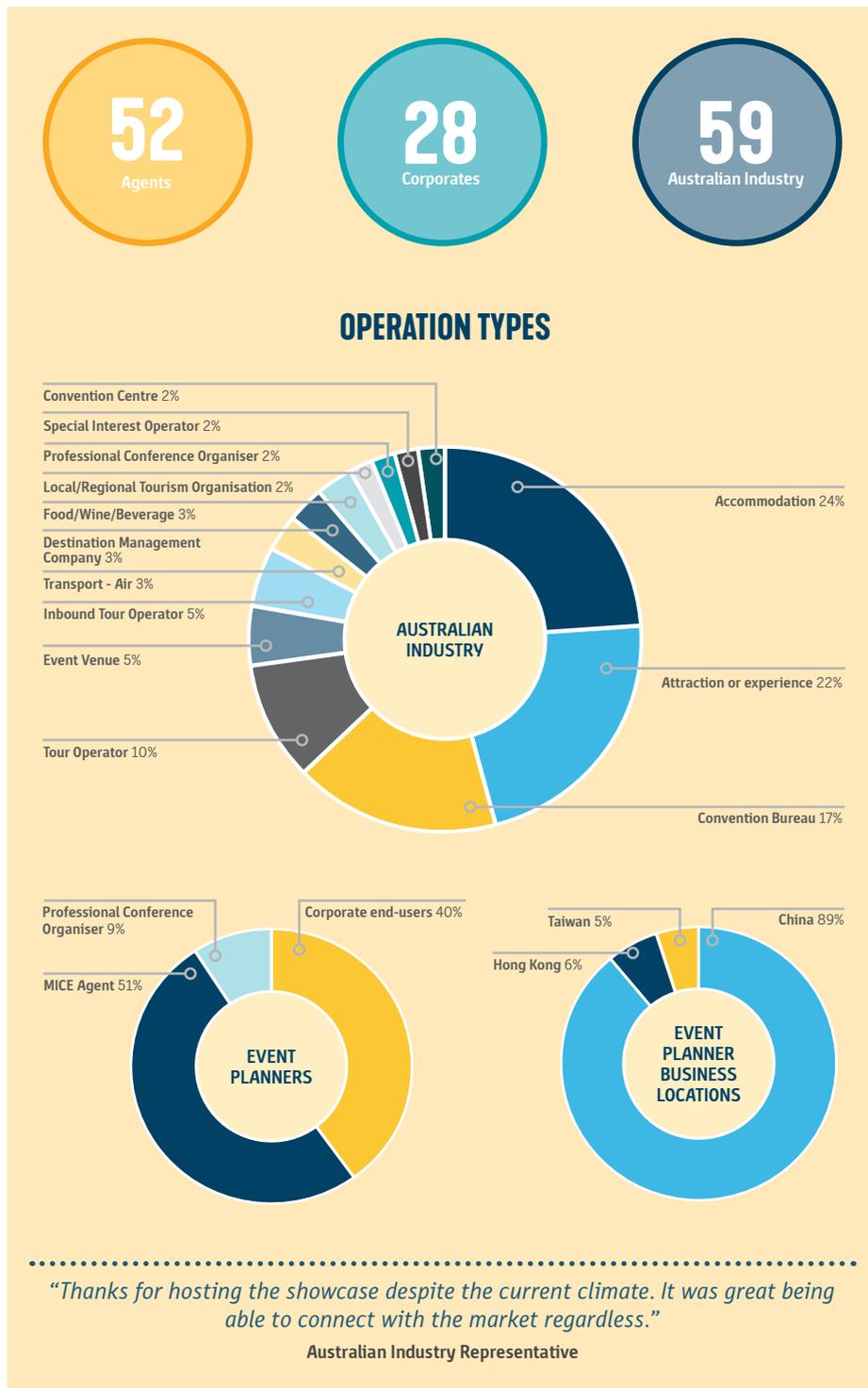


# BUSINESS EVENTS AUSTRALIA GREATER CHINA SHOWCASE 2020

The Business Events Australia Greater China Showcase 2020 is Tourism Australia's key incentive showcase for the Greater China market and was held as a hybrid event for the first time in 2020. The event is designed to bring together key customers from the Greater China market to meet with Australia's best meeting and incentives industry. The Showcase was held across three consecutive days where Australian business events industry representatives attended virtual meetings with key agents and corporate customers who attended the physical event in China.

Designed to replace the annual face to face event; the Showcase provided Australian industry with a platform to develop relationships with event planners from the Greater China market, along with providing insights into market trends, customer behaviour and how they can support event planners in the delivery of exceptional events in Australia in the future.



## POST-EVENT SURVEY RESULTS

### GREATER CHINA BUYER FEEDBACK

100%

were extremely satisfied to satisfied with the overall event

100%

reported satisfaction with the quality of Australian industry representatives

96%

confirmed they are more likely to send travellers to Australia as a result of attending the event

90%

indicated their clients will be considering Australia as a business events destination over the next 12-months

### AUSTRALIAN INDUSTRY FEEDBACK

98%

were extremely satisfied to satisfied with the overall event

100%

were extremely satisfied to satisfied with the quality of the Greater China buyers

77%

intend to sell more as a result of attending the event

*"The BEA Greater China Showcase is always a great event - we attend every year. If you could only choose one roadshow for the Chinese MICE/incentive market, this one will be our pick."*

### VIRTUAL PLATFORM

95%

of attendees were satisfied with the virtual platform

*"An excellent hybrid trade show experience. It proves that meaningful and authentic business relationships can be developed in a virtual environment and valuable connections established."*