

**Monday, 21 March 2022**

## **New campaigns to fast track the recovery of the business events industry**

Tourism Australia's specialist business unit, Business Events Australia, has launched two marketing campaigns to assist the business events industry in its recovery from the global COVID-19 pandemic.

A new brand campaign will be launched internationally to remind the world why there's nothing like Australia for business events, and the next iteration of the *Event Here This Year* campaign will be launched domestically.

Tourism Australia Managing Director Phillipa Harrison said the business events sector contributed \$36 billion to the Australian economy before COVID-19 and these campaigns are one way to get back to those levels as quickly as possible.

"The campaigns, delivered by Business Events Australia, are part of a broader recovery strategy that will holistically support Australia's business events industry," Ms Harrison said.

"The new international brand campaign will drive demand for Australia as a business events destination in key markets and build on the momentum of the recent reopening of Australia's international border."

"The new iteration of the domestic focused *Event Here This Year* campaign will target local decision makers and drive demand for face-to-face business events by promoting the value of in-person connections and that allow business to grow and innovate."

Tourism Australia's Executive General Manager of Commercial & Business Events Australia Robin Mack said the international campaign will be launched across business events trade media in the United Kingdom, Europe, North America, South South-East Asia, New Zealand and China.

"The international campaign highlights that Australia is home to friendly people with fresh perspectives, that have shaped by our unique landscapes and way of life," Mr Mack said.

"The international campaign features a new creative strategy that shows how Australia has everything you would expect from a business event destination, plus so much more."

"The latest *Event Here This Year* campaign, which will run domestically, highlights how face-to-face connection is critical for business success in today's hybrid working environment."

The international campaign will have high impact placements across business events trade media. It will have a consistent presence on an ongoing basis as the industry progresses through crisis recovery.



# MEDIA RELEASE

BUSINESS EVENTS AUSTRALIA



The next iteration of *Event Here This Year* will run across a range of media including business press, out of home, social media, digital display and search; and will be supported by a content and public relations program.

Both campaigns will launch from March 2022. View the international campaign assets [here](#) and the domestic campaign assets [here](#).

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