

THERE'S NOTHING LIKE AUSTRALIA

WHAT IS THE NEW INTERNATIONAL BUSINESS EVENTS CAMPAIGN?

Tourism Australia's new international campaign, *There's Nothing Like Australia*, aims to support the Australian business events industry's recovery from the ongoing impact of the global COVID-19 pandemic. Delivered by Tourism Australia's specialist business unit, Business Events Australia, the campaign forms part of a broader recovery strategy that will drive demand for Australia as a business events destination amongst incentive and association customers in key global markets.

The campaign demonstrates that Australia has everything you would expect from a business events destination, plus so much more; and highlights that Australia is home to friendly people with fresh perspectives, that have shaped by our unique landscapes and way of life.

The campaign is a demand driving initiative that will be launched across business events trade media in the United Kingdom, Europe, North America, South-South East Asia, New Zealand and China; and will be supported by content, social and public relations activity.

With the reopening of Australia's international border to fully vaccinated travellers, the global campaign will build on this momentum to ensure Australia is top of mind amongst target customers.

The launch of this campaign marks the first phase of a broader marketing strategy that will position Australia for long term growth as a global leader in business events.

WHAT IS THE OBJECTIVE OF THE CAMPAIGN AND HOW WILL SUCCESS BE MEASURED?

Tourism Australia's objective is to drive awareness and consideration of Australia as a business events destination. The campaign aims to encourage international business events planners and decision makers to choose Australia as a destination for their next business event, and ultimately this will be measured through industry reporting an uptick of leads and new business.

Campaign reach and engagement will be measured through metrics across paid, owned and earned channels; while consideration and intention amongst incentive and association planners and decision makers will be measured through Tourism Australia's [Business Events Consumer Demand Project](#).

WHY IS THE CAMPAIGN BEING LAUNCHED NOW?

Prior to the global COVID-19 pandemic, business events was a strong performing sector of Australia's visitor economy with 1.04 million arrivals, spending A\$4.5 billion (IVS, YE Dec 19). Like leisure tourism, Australia's business events industry has suffered major losses as a result of the pandemic.

With the reopening of Australia's international border to fully vaccinated travellers, launching the global campaign will build on this momentum and optimally position Australia for business opportunities amongst this high yield market.

Additionally, research indicates there is strong appetite amongst decision makers to do something significant after a challenging few years ([Business Events Consumer Demand Project, 2021](#)).

Launching this campaign, will help to ensure Australia is well positioned to capitalise on this sentiment, support industry recovery and position Australia for long term growth.

WHAT RESEARCH HAS BEEN DONE TO SUPPORT THE DEVELOPMENT OF THE CAMPAIGN?

The creative strategy was developed with insights from research programs such as Tourism Australia's recent [Business Events Consumer Demand Project](#), which outlines the influencing factors on decision making amongst target customers. The research confirmed Australia has a consistent number of drawcards across both incentive and association sectors; with world class natural beauty and broad range of quality accommodation, experiences and business events infrastructure amongst the top reasons for why Australia is considered a highly desirable business events destination.

Additionally, as part of the campaign development Tourism Australia delivered a qualitative research program which engaged incentive and association planners and decision makers across all key global markets. Findings indicated the campaign was considered highly unique and appealing; the iconic landscapes captured from unique perspectives, coupled with an endearing and charismatic tone of voice was perceived as a genuine break from traditional business events advertising - suggesting the campaign will stand out and grab attention in what is a hyper competitive global market.

HOW IS THE CAMPAIGN BEING ROLLED OUT?

The first phase of the campaign will be distributed via a highly targeted media program aimed at incentive and association customers. Print and digital brand assets will be rolled out across business events trade media in key global markets. The brand campaign will be supported by content, social and public relations activity

WHAT DESTINATIONS FEATURE IN THE CAMPAIGN AND HOW WERE THEY CHOSEN?

The international brand campaign aims to inspire and influence international incentive and association planners and decision makers to hold their next business event in Australia. The creative assets feature a broad range of Australia's most iconic and recognisable business events destinations that also have international flight access and suitable capacity and infrastructure to cater to business events groups.

Business Events Australia has worked closely with convention bureaux and industry partners throughout the campaign development, while also undertaking consumer testing to ensure the creative suite is impactful and effective in achieving objectives.

WANT TO KNOW MORE?

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