



Stuart Ayres

Minister for Jobs, Investment, Tourism
and Western Sydney

MEDIA RELEASE

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NSW'S RECORD REPRESENTATION AT LEADING MEETINGS AND EVENTS EXHIBITION

NSW's largest ever contingent of regional conferencing venues, products and suppliers featured at Asia-Pacific's leading trade show for the business event industry this week.

Representatives from 29 regional NSW conferencing locations and meeting facilities met and had the opportunity to pitch to 3,000 event planners and suppliers at 2020 AIME (Asia-Pacific Incentives Meetings Event) who were bidding for future business.

Minister for Tourism Stuart Ayres said regional conferencing will play a vital role in the recovery of regional NSW communities, following the devastating bushfires and ongoing drought, which is why the Government, through its tourism and major events agency, Destination NSW, is providing this support to businesses to attend AIME.

"We know that business events generate extra income for our local operators - in fact, business visitors spend 33% more than leisure visitors in regional NSW, injecting a financial boost into our local economy.

"In 2020, 11 first time attendees joined 18 returning suppliers to make up NSW's largest delegation ever," Minister Ayres said.

"AIME provides new and increased business opportunities for these venues, and drives event planners to the 'Meet in Regional NSW' website - a one-stop shop showcasing NSW's 700+ venues and business event suppliers."

To further support the sector, the NSW Government recently announced an expanded partnership with the NSW Business Chamber and Business Events Sydney, driving more meetings, conferences and business events across NSW.

The support complements the Government's \$10 million Tourism Recovery package to boost visitation to NSW, fund new local events and assist businesses develop, promote and sell their tourism products.

For more information on regional NSW's conferencing locations and meeting facilities, go to www.meetinnsw.com.au.

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Participating stand partners

- Emirates One&Only Wolgan Valley
- Orange – Orange City Council
- Armidale – Armidale Regional Council
- Narrabri Region – Narrabri Regional Council
- Destination Broken Hill – Broken Hill City Council
- Dubbo Region – Dubbo Regional Council
- Bathurst Region – Bathurst Regional Council
- BESydney (Business Events Sydney)
- NSW National Parks and Wildlife Service
- Elements of Byron
- Rydges Hotels and Resorts Port Macquarie
- Coffs Coast – Pacific Bay Resort, Bonville Golf Course and Opal Cove Resort and Coffs Harbour Council
- Destination Barrington Coast – MidCoast Council
- The Tweed Tourism Company
- Byron at Byron, a Crystalbrook Collection Resort
- Albury Wodonga – Albury City Council
- Business Events Central Coast – Central Coast Council
- Regional New South Wales – IHG Group (Crowne Plaza Hunter Valley, Crowne Plaza Hawkesbury, Crowne Plaza Terrigal and Voco Kikton Park)
- Destination Port Stephens – Port Stephens Council
- Fairmont Resort and Spa Blue Mountains
- Newcastle – Newcastle City Council
- Destination Southern Highlands – Wingecarribee Shire Council
- Destination Wollongong – Wollongong City Council
- Shoalhaven Tourism – Shoalhaven City Council, Willinga Park and Bannisters by the Sea Mollymook
- Gibraltar Hotel Bowral
- Hunter Valley – Cessnock Leagues Club, Chateau Elan, Hunter Valley Garens, Hunter Valley Resort, Brokenwood Wines, Singleton Council, Cessnock City Council and the Hunter Valley Wine and Tourism Association
- The Snowy Mountains – Destination Network Southern NSW
- Event Centre Panthers – Penrith Panthers