



TOURISM AUSTRALIA'S MAJOR BUSINESS EVENTS SHOWCASE TO BE HOSTED IN PERTH

5 October 2018

Tourism Australia today announced that its signature event for promoting Australia as a world-class incentive destination, Dreamtime, will be held in Perth, Western Australia for the first time.

As part of the Dreamtime program, Australian industry will have the opportunity to meet and do business with qualified buyers from key markets including Greater China, Singapore, Malaysia, Indonesia, India, New Zealand, USA and the United Kingdom during business sessions – helping to secure future incentive business for Australia.

“Dreamtime is Australia’s largest business events showcase and taking the event to Perth is an exciting development for the city. With new hotel infrastructure developments, new international non-stop flights from London and a growing incentive offering, Perth is continuing to raise its profile internationally,” said Tourism Australia Managing Director John O’Sullivan.

Perth Convention Bureau (PCB) Chairman Kevin Skipworth said, “Dreamtime is the preeminent showcase event to promote our destination to conference and incentive groups around the world. Tourism Australia has a wonderful heritage in managing this premium event. PCB industry members will benefit enormously”.

Mr O’Sullivan said Dreamtime has a strong track record in driving real business outcomes for the Australian business events industry.

“We know there’s nothing like experiencing Australia first-hand to drive business, and Dreamtime has proven this time and again, providing outstanding value to the Australian business events industry,” Mr O’Sullivan said.

“The Dreamtime 2017 event has generated more than 105 business leads to date, worth more than AUD100 million, with a media reach of over 207 million people across the globe helping to encourage more business event to Australia.

“Dreamtime is unquestionably the perfect platform to showcase our country’s outstanding products and experiences whilst also demonstrating our industry’s event delivery capabilities to buyers and media from around the world,” Mr O’Sullivan said.

The Hon. Paul Papalia CSC MLA, Minister for Tourism for Western Australia said, “The State Government is thrilled that Perth Convention Bureau has secured the rights to host Tourism Australia’s Dreamtime 2019 for Western Australia.

City of Perth Chair Commissioner Eric Lumsden said, “The opportunity to host an event of this nature is a major coup for Perth. An unprecedented rate of change and expansion has recently transformed Perth and being selected to host Dreamtime 2019 reinforces Perth’s positioning as a global player.”

The Dreamtime program also includes a destination showcase, dedicated media event and networking opportunities to allow the maximum engagement between Australian industry and international business events buyers.

Dreamtime 2019 will be held from 2 to 3 December in Perth, with international buyers and media then continuing on educational visits to other Australian destinations.



Key Facts Dreamtime 2017:

- 95 international incentive planners and 19 international and domestic media attended the Dreamtime 2017 event
- 100 per cent of buyers indicated they were either ‘satisfied’ or ‘very satisfied’ with the Dreamtime 2017 program
- 95 per cent of buyers stated they were more likely to send business to Australia as a result of attending Dreamtime 2017
- More than 160 pieces of media coverage were generated for Australia, with an estimated reach of 207 million people helping to further influence Australia as the business events destination of choice.

Further information:

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