



MEDIA RELEASE

10 February 2011

Promoting Bendigo to Event Organisers

Bendigo welcomes sixteen international and interstate conference and events buyers this weekend. This is the first of two great opportunities to promote Bendigo to professional event organisers in the week ahead. Both opportunities are associated with the Asia Pacific Incentives & Meetings Expo (AIME) that will be in Melbourne next week.

The sixteen buyers along with two Melbourne Convention and Visitors Bureau representatives will be hosted as they tour the highlights of Bendigo on Saturday 12 and Sunday 13 February as a precursor to the expo. These conference and event organisers are responsible for organising, influencing or making budgetary decisions for business travel, conferences, meetings, exhibitions, incentive travel or special events.

While in Bendigo the buyers will inspect conference venue Quality Resort All Seasons Bendigo as well as key attractions including Bendigo Pottery, Golden Dragon Museum, Central Deborah and dine aboard ninesevensix tram.

“We are delighted to be hosting a weekend with these event organisers,” said Kathryn Mackenzie, Executive Manager Tourism, City of Greater Bendigo. “It is a terrific opportunity to show them our venues, attractions and products in the hope that they will consider Bendigo as a destination for an event in the future.”

Attracting business events to Bendigo is important as it can be a particularly lucrative component of the tourism industry. Business event visitors typically spend five times more than leisure visitors and support a larger range and cross-section of local commerce.

Further to this visit, the City of Greater Bendigo’s tourism representatives will staff displays in Melbourne at AIME next week to promote Bendigo as a destination of choice.

AIME will be held at the Melbourne Convention and Exhibition Centre on Tuesday 15 and Wednesday 16 February. It is one of the largest business event tradeshows in the southern hemisphere, attracting more than 500 hosted buyers from around the globe, trade show visitors of more than 3,000 people and approximately 50 media representatives.

“This expo is the perfect place for us to showcase our destination and to network with key people in this lucrative sector,” said Ms Mackenzie. “It is important for Bendigo to be seen in this market as it has so much to offer.”

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