

# WELCOME



CAIRNS &  
GREAT  
BARRIER  
REEF

BUSINESS  
EVENTS



# AGENDA

- Industry Update
- Performance Update
- Forward Calendar
- Trade & Educationals
- Marketing Update
- Cairns Convention Centre

# BEC ROLE

## MARKETING

Print  
Digital  
Social  
PR

## CONNECTING

Connect members  
with the trade  
through trade  
shows, site  
inspections, famils

## LEAD MANAGEMENT

Respond to Leads  
Assist event  
planners with  
destination  
information

# INDUSTRY UPDATE

- BEC Targets
  - \$80m leads
  - \$45m confirmed events
- Business Events Australia
- Aviation
- Clockwise Consulting



# INDUSTRY UPDATE – DATA COLLECTION

## QBES

Measures historical  
BE data

Collected from  
hotels and  
submitted to Qld  
government

## Economic Value

Currently use AACB  
Data however  
reviewing in  
partnership with CCC  
Collect only  
conference days

## Sharing data

Sharing quarterly  
performance of the  
region  
Fair market share  
reports

# PERFORMANCE – BECGBR

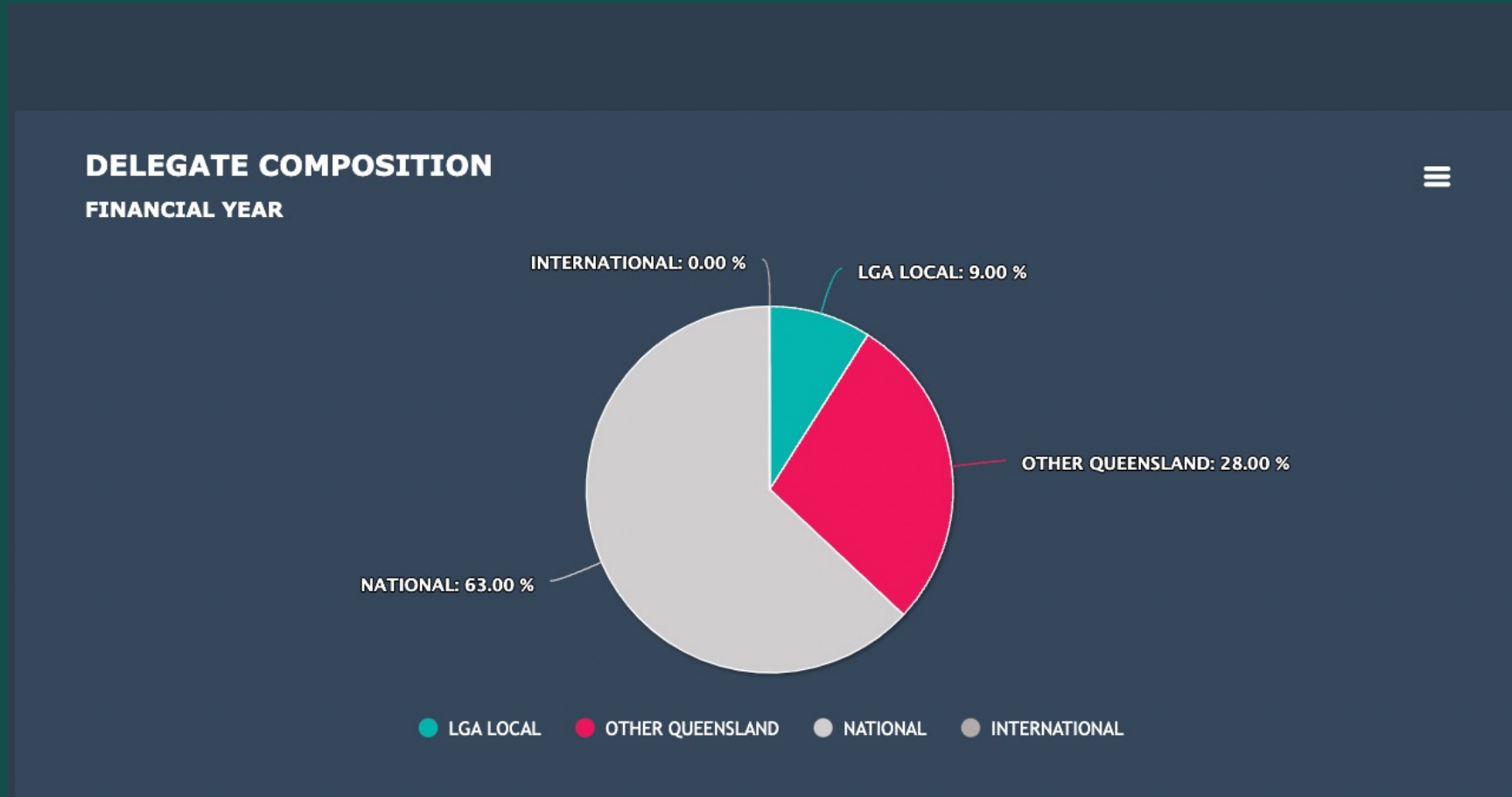
|       | 2021/2022   | 2020/2021   | 2019/2020  | 2018/2019  |
|-------|-------------|-------------|------------|------------|
| Leads | 158   \$80m | 115   \$65m | 82   \$45m | 87   \$30m |
| Won   | 61   \$30m  | 23   \$10m  | 30   \$9m  | 37   \$12m |



# PERFORMANCE – QBES

|               | 2021/2022 | 2020/2021 | 2019/2020 | 2018/2019 |
|---------------|-----------|-----------|-----------|-----------|
| Events        | 183       | 97        | 140       | 327       |
| Delegates     | 14,889    | 6,825     | 12,755    | 36,124    |
| Delegate Days | 46,571    | 16,349    | 49,302    | 155,001   |

# PERFORMANCE – QBES (Delegate Origin)





# PERFORMANCE – QBES (Sector)

**INDUSTRY SECTOR**  
**FINANCIAL YEAR**

**GOVERNMENT**



**15.8 %**

**CORPORATE**



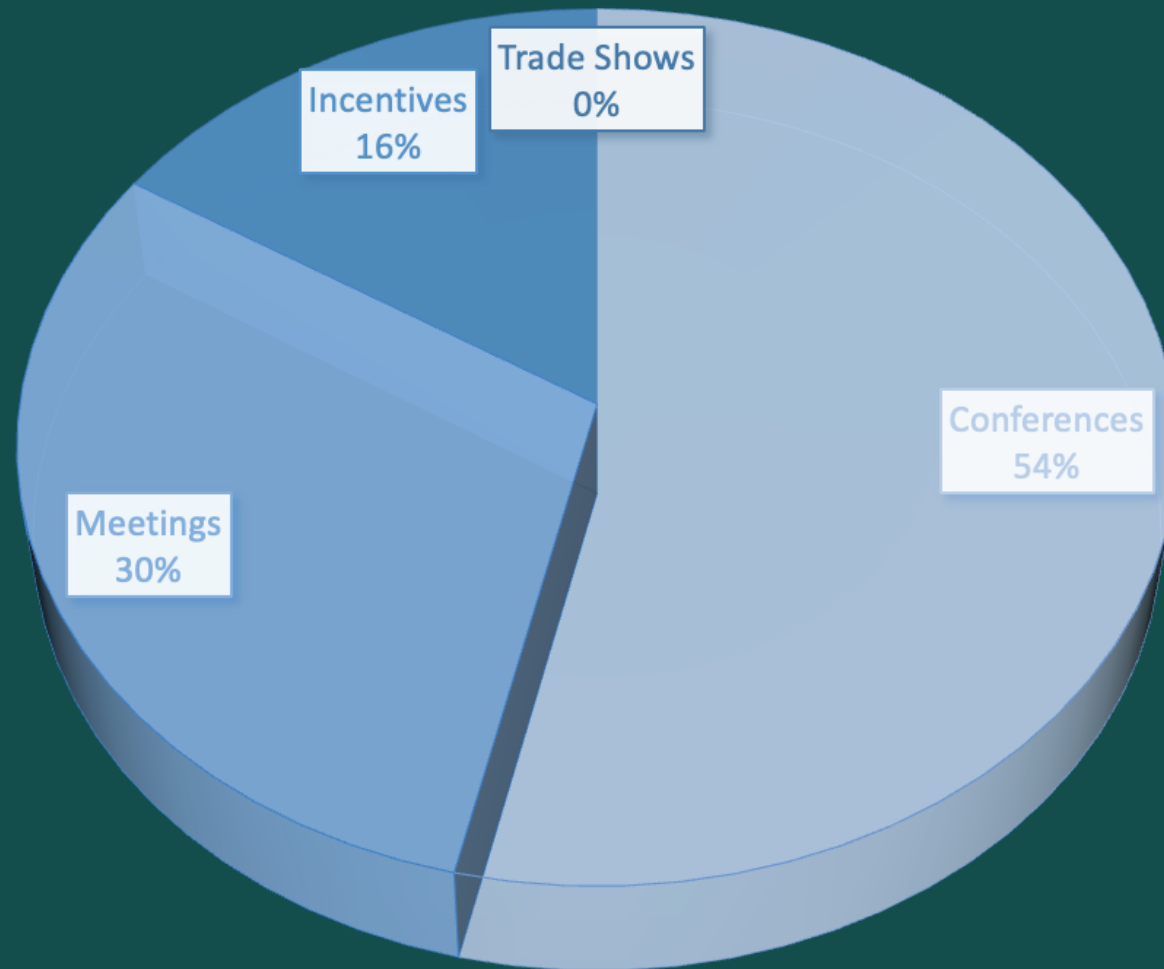
**67.8 %**

**ASSOCIATION**



**16.4 %**

# PERFORMANCE – QBES (Type)





# FORWARD CALENDAR – BECGBR

## CONFIRMED

- 2022 / 2023
  - 68 confirmed events
  - 19,000 delegates (includes CCC conventions)
  - \$30m
- 2023 onwards
  - 19 confirmed events
  - 8,000+ delegates
  - \$14.5m

OPEN - \$53m leads

# TRADE ACTIVITY

## INTERNATIONAL

- IMEX USA Oct 2022 – Las Vegas
- BEA NZ Nov 2022 - Auckland
- Singapore Sales Trip Mar 2023 - Singapore
- IMEX Frankfurt May 2023 - Frankfurt

## NATIONAL

- PCOA December 2022 – Hobart
- AIME February 2023 – Melbourne
- Get Local June 2023 – Sydney (TBA)
- Regional Showcase July/August 2023 – Brisbane, Sydney, Melbourne



# EDUCATIONALS

- BE Immersed
- BEPD – November 22
- BEA NZ – April (TBA)
- Clockwise Corporate program
- Ad Hoc Site Inspections





# MARKETING UPDATE



# FY22/23 **INTERNATIONAL** MEDIA BUY CALENDER

PREVUE - **USA** (SEPT - NOV)

*Full page advert IMEX America print edition, digital advertorial features*

PCMA CONVENE - **USA** (NOV - DEC)

*Double page advert & editorial print edition*

C&IT - **UK** (JAN - JUN 23)      *Marketing activity to be finalised*

CMW - **UK** (JAN - JUN 23)      *Marketing activity to be finalised*

AMI - **UK** (JAN - JUN 23)      *Marketing activity to be finalised*

# FY22/23 DOMESTIC MEDIA BUY CALENDER

SPICE - (JULY 22, FEB/MAR, MAY/JUNE)

*Double page advert print AIME 2023 edition*

*Full page advert in May Association feature\**

MICENET - (FEB - MAR)

*Full page advert in AIME 2023 print and digital edition & e-news insertions*

EXECUTIVE PA - (JUNE - JULY 23)

*Double page advert print. Digital advertorial features\**

CIM - (JAN - JUN 23)     *Marketing activity to be finalised*

- *\*Marketing co-op opportunities for members, we will share.*



# ADVERTISING

## Spice

A special announcement on behalf of our valued sponsors

## Events in the Tropical North

It is no secret that Cairns and Port Douglas are sought after event destinations in Australia so we have pulled together a mix of hotels, venues and suppliers to make your event a success.



### A unique experience to remember

Hemingway's Brewery Cairns Wharf is an exciting heritage-listed venue with views over the Trinity Inlet. It is within easy walking distance to Cairns Convention Centre and CBD hotels.

Give your guests an experience to remember. With flexible spaces, the team can cater for small exclusive VIP breakfasts, dinners and up to 1000 guests for cocktail style events.



on the ground, from above or submerged  
a ride above the canopy aboard Skyrail Rainforest  
just north of Cairns provides an appreciation of  
this ecosystem offers. With stops along the  
explore the rainforest and enjoy guided boardwalk  
delegates are exposed to the rainforest from above and  
Skyrail's newest addition is The Edge Lookout, giving  
panoramic views of the impressive Barron Gorge  
It includes a nerve-testing glass floor section, too-  
ring 50 metres above a natural rainforest lagoon, the  
Cairns bungy tower beckons delegates to challenge  
eives. With sixteen jump styles unique to SkyPark,  
even seasoned thrill seekers can push their limits  
as. After climbing the tower, take a moment to  
view across the rainforest and out to the Coral  
Walk the Plank. SkyPark Cairns launched this new  
see last year, giving delegates another option for an  
thrill rush 140m above sea level.  
a wet suit and snorkel drift down the crystal-clear  
in River on your own river raft and see freshwater fish,  
ragons and turtles. The region is no stranger to iconic  
water experiences with the Great Barrier Reef on its  
p, but there's a new water experience like no other.  
rft Snorkelling by Back Country Bliss Adventures is  
for delegates to venture deep into the rainforest, stay  
I refresh for another day of conferencing.

he-listed sites come with prehistoric inhabitants  
hanging out in the world's oldest rainforest,  
are your ancestors have been around for a while,  
and the Great Barrier Reef is home to the cassowary,  
stationary relics, having first appeared millions of  
years, and is believed to be the closest living relative to

PH | Winter Issue 2022



dinosaurs. Just 4,000 cassowaries are thought to be left in  
the wild and there's a good chance that delegates will spot  
one from their transfer. Guarantee them for your delegates  
by visiting one of the region's wildlife parks.

**Wildlife Habitat Port Douglas**  
This is an open and interactive exhibit for delegates and  
animals to mingle across five environments: Savannah,  
Wetlands, Rainforest, Nocturnal and Grasslands. The  
cassowary enclosure is a little less social with a viewing  
platform for delegates. Alongside it's prehistoric co-star,  
you'll find an equally fascinating reptilian predator - the  
saltwater crocodile. In a brand new experience. Delegates  
are invited into to swim in a croc's kill zone with only a sheet  
of Perspex between them and the modern-day dinosaur  
with killer instincts. The Croc Arena is purpose built for  
delegates to witness and thrill on crocodile shows, with a  
demonstration of crocodile hunting techniques.



Hotel bars are a little bit different in  
Cairns & Great Barrier Reef.

### SHERATON GRAND MIRAGE RESORT PORT DOUGLAS

Port Douglas is usually known as  
the location where the rainforest  
meets the reef, but let's not forget  
the sugar cane industry which  
first brought visitors to the region.  
Explore sensational rum cocktails  
made from local sugar cane, or  
participate in a rum masterclass  
in the Daintree Bar. You can also  
plan a group dinner or meeting  
break that pays homage to the  
Italian cane cutters who arrived in  
the region over 120 years ago. Visit  
sheratonportdouglas.com to elevate  
your next event at Australia's most  
iconic beachfront resort.  
sheratonportdouglas.com



LEARN MORE AT  
BUSINESSEVENTSCAIRNS.ORG.AU



## AGENDA ESSENTIALS

Make sure you include the  
fun stuff on your agenda in  
Cairns & Great Barrier Reef.

### SKYRAIL RAINFOREST CABLEWAY

Discover the oldest tropical rainforest  
on earth, just 15 minutes from Cairns.  
Be immersed in a truly unique perspective  
of this ancient landscape where delegates  
can explore sustainably, reconnect with  
nature and enjoy days they'll never forget  
with Skyrail Rainforest Cableway.  
skyrail.com.au

### HARTLEY'S CROCODILE ADVENTURES

Discover the wildlife  
wonderland between Cairns



### HOLIDAY INN CAIRNS HARBOURSIDE

Holiday Inn Cairns Harbourside has gone green -  
not with envy, but with wine! The in-house restaurant,  
Harbourside Bar & Kitchen is Cairns' first and only  
natural wine bar. The extensive wine list features  
over 300 wines from vineyards that are organic or  
biodynamic, and wineries with ecologically sustainable  
practices and undertake minimal intervention in the  
bottling process.  
ing.com/holidayinn/hotels/sus/en/cairns/cnshb/  
hoteldetail



### ELÉME DAY SPA BY CRYSTALBROOK

Eléme Day Spa brings out the best in your delegates. The spa  
menus are flexible, and can be personalised to suit your event.  
The spa uses all-natural Australian ingredients that detoxify  
the skin and relaxes the mind in both locations at Crystalbrook  
Riley and Crystalbrook Flynn.  
crystalbrookcollection.com/eleme-spa

### BUSINESS EVENTS PORT DOUGLAS

Port Douglas and Daintree is an unrivalled natural playground  
alongside sophisticated conference facilities with  
unmistakable throw-off-your-shoes vibe. Delegates will  
the natural beauty, balmy climate and relaxed professional  
that attracts groups all year round.  
businesseventsportdouglas.com



menu **Spice** Hotel & Venue News Industry News Spice Loves Conferences & Exhibitions

## Raising the bar in Cairns & Great Barrier Reef

10 August 2022

The region's bar scene is as hot as the tropical sun, with laneway bars, distilleries, micro-breweries, cocktail lounges and rooftop bars ready to welcome delegates.

Facebook Twitter YouTube Print Email

Salt House.

The bar scene in Cairns & Great Barrier Reef is as hot as the tropical sun. Laneway bars, distilleries, micro-breweries overlooking a sugar cane field, cocktail lounges, and rooftop bars are ready to welcome delegates.

# CONNECT GREAT LEAVE GREATER

Surrounding your delegates with great,  
leaves your association greater.

CAIRNS & GREAT BARRIER REEF BUSINESS EVENTS AUSTRALIA

PROUDLY SUPPORTED BY BUSINESS EVENTS AUSTRALIA

BUSINESSEVENTSCAIRNS.ORG.AU



# EDMs

## Bureau Brief EDM

- 2000 database. Open rate 36%

## BEC Member Notice

- Industry members. Open rate 70%

## Media Release EDM

- BE media contacts. Open rate 49%



### Region Wows Amway With Experiences

Business Events Cairns & Great Barrier Reef (BEC&GBR) together with Business Events Australia delivered a three-day bespoke incentive educational program this month for four Amway South East Asia corporate customers and one Tourism Australia Representative with the objective to increase consideration of Australia as an incentive destination and to drive demand.

The primary focus of the educational was to showcase the unique experiences of the region from reef to rainforest, restaurant to retail and conference to culture while showcasing new and refurbished product demonstrating the destination is open for business to key decision makers.



### Regional Showcase Luncheon

BEC&GBR team, along with 19 of the regions top business event partners travelled to Brisbane, Sydney and Melbourne over the course of four days to host professional conference and incentive organisers at a VIP Lunch. An engaging, custom-created video was played on screens throughout the lunches, showcasing each partner's products.

[READ MORE >](#)



### Educational Program Returns

The first iteration for 2022 of the reinvented 'BE Immersed' educational program was held by BEC&GBR. Two bespoke itineraries highlighted new products as well as those products that have provided years of exceptional immersive experiences for business events in the region.

[READ MORE >](#)



### New Treetops Adventure

Treetops Adventure, Australia's operator of treetop and zipline aerial experiences, have opened their newest park in Australia – Treetops Adventure - Cape Tribulation. Groups will be able to experience a bird's eye view of the ancient Daintree Rainforest, up to 15 metres above ground, through a fully guided two-hour Zipline Tour.

[READ MORE >](#)





# BECGBR WEBSITE

- Users 15% up previous year
- Page view 23% up previous year

## TOP 5 PAGES

1. Offsite venues – cane farms
2. Activities & team building
3. Accommodation
4. Conference & Meeting venues
5. Suppliers

- SEM (Google Ads) – On going campaign activity. *Contracted Bang Media.*
- Updating content and imagery
- Member section

# OTHER UPDATES

- Case Studies
- Subvention Funding
  - Cairns Regional Council
  - TEQ & TA
- BE Conference – Feb/March 2023
- Reforest partnership
- Accessible Tourism initiatives

**QUESTIONS?**

# CAIRNS CONVENTION CENTRE

