

Monday, 19 February 2018

REGIONAL NSW TO SHINE AT AUSTRALIA'S LARGEST MEETINGS AND EVENTS' EXHIBITION

More than 4,000 event suppliers and planners will be enticed by regional NSW's conferencing destinations, meeting facilities and suppliers when they attend Australia's leading business events exhibition this week.

Minister for Tourism and Major Events Adam Marshall said the Asia-Pacific Incentives and Meetings Expo (AIME) is the largest international event of its kind, offering more than 11,000 face-to-face-meetings across a two-day schedule.

"I'm delighted that the State's tourism and major events agency, Destination NSW, will be participating at AIME 2018 to showcase our State's fantastic regional meeting facilities, social programs and touring opportunities to thousands of corporate buyers," Mr Marshall said.

"Whether it's our world-class food and wine, spectacular scenery and beaches, country charm or World-Heritage listed wilderness, securing business events for regional NSW helps to promote some of our State's biggest drawcards while driving overnight visitation and boosting local visitor economies.

"AIME will also provide a valuable platform to encourage event planners to visit the 'Meet in Regional NSW' website, a one-stop shop that promotes more than 330 venues for those looking to host their next event.

"The 'Meet in Regional NSW' website and our participation at AIME is part of the NSW Regional Conferencing Strategy and Action Plan which includes a record investment of \$6 million designed to attract more business events and visitors to rural and regional NSW."

AIME will be held in Melbourne on 20 and 21 February 2018.

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

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About Destination NSW

Destination NSW is the lead NSW Government agency for the State's tourism and major events industry and is responsible for devising and implementing strategies to grow the State's visitor economy. Our particular focus is driving tourism and acquiring and developing major sporting and cultural events for Sydney and regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim of securing more international conventions, incentive travel reward programs, corporate events and exhibitions.