

11 January 2006

## **GOLD COAST RECOGNISED AS LEADING CEI DESTINATION IN ASIA-PAC**

In a positive reinforcement of Gold Coast Tourism's advance on the business tourism market, the region has been voted in the top three resort destinations for CEI experiences and facilities in the whole of Asia Pacific, ranking ahead of both Sydney and Melbourne.

According to CEI Asia Pacific magazine's *Annual Industry Survey*, conducted by market research company Synovate, more than 400 corporate buyers and CEI professionals from across the Asia Pacific region rated the Gold Coast just behind Phuket and Bali for CEI (Conference Exhibition & Incentive) experiences and facilities.

"This award is further proof that we are fast gaining recognition as a premier business tourism and event destination for the corporate and association world," said Gold Coast Tourism CEO Pavan Bhatia.

"The CEI market is a \$17 billion industry in Australia and is therefore a key focus for our 2006 growth strategy. A key differentiator that we will continue to drive is the Gold Coast's diversity of product offerings – from world-class facilities that can accommodate all group sizes, to a unique natural environment that can cater to any experience or activity."

The positive results from the latest *Annual Industry Survey* coupled with over 20 per cent growth in business visitor numbers for the year ending September 2005, indicate that recent strategies, including the establishment of offices in both Sydney and Singapore to personally service this market, are set to pay strong dividends for the Gold Coast.

"These offices provide us with a greater in-market presence and capacity to engage with trade and business travellers locally," said Mr Bhatia.

Managing Editor of CEI Asia Pacific, Kenny Coyle said, "Australia is a key aspirational destination for many Asian-based corporate groups and Queensland's climate, beaches, food and nightlife are particularly strong draws for meetings and incentives.

"The Gold Coast offers an environment that is safe, which has become a critical factor, and fun. The Gold Coast also benefits from easy access from key Asian and domestic markets with two international airports nearby and links to other major Australian destinations."

The servicing of this market is further enhanced by Gold Coast Tourism's launch of [www.VeryGC.biz](http://www.VeryGC.biz), the first dedicated business tourism presence online designed to assist those researching and planning a conference, meeting or incentive on the Gold Coast.

VeryGC

MEDIA RELEASE



The Gold Coast will continue to cement its position as a leading business tourism destination this year with more sales missions to Asia, direct marketing campaigns, further development of [www.VeryGC.biz](http://www.VeryGC.biz) and trade familiarisation trips to the region.

**ENDS**

More: Edwina Eisenhauer

Ph: 02 9928 1553 or 0412 431 635

[media@gctourism.com](mailto:media@gctourism.com)