

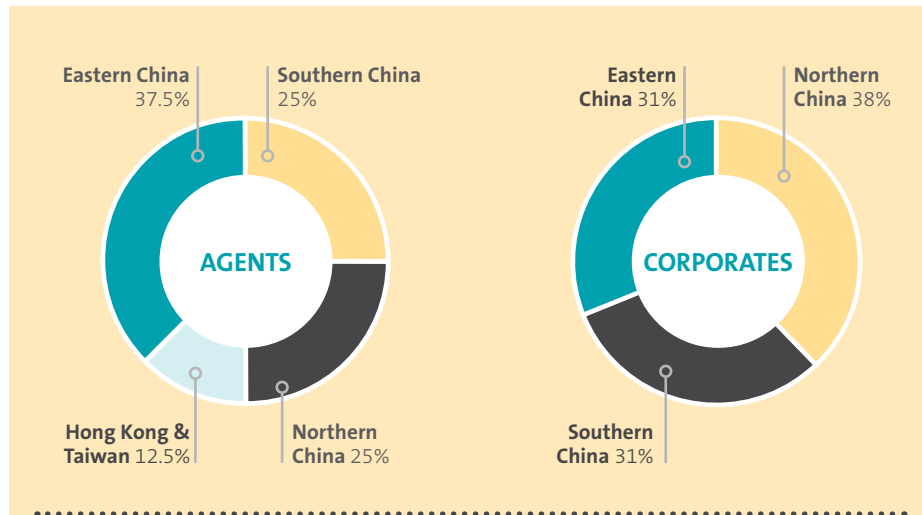
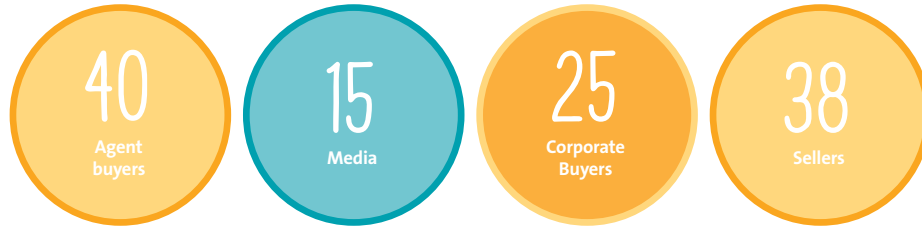
BUSINESS EVENTS AUSTRALIA GREATER CHINA SHOWCASE

24 to 26 September 2019

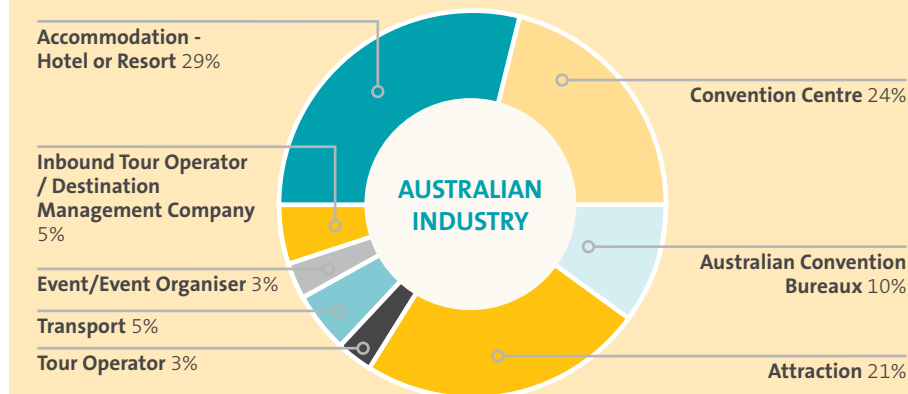


Business Events Australia GREATER CHINA SHOWCASE

The BEA Greater China Showcase is Tourism Australia's key incentive showcase for the China market. It is designed to increase awareness of and interest in Australia as an incentive events destination. In 2019 the BEA Greater China Showcase was held in Wuzhen, China. The BEA Greater China Showcase involved a three-day event including structured business to business sessions, destination showcase, and networking events.



AUSTRALIAN INDUSTRY-SELLERS



LEADS

Number of business leads generated

MORE THAN 100

MEDIA

Earned advertising reach

1.6 BILLION PEOPLE

BUYER SURVEY

100%

satisfaction overall with the Greater China Showcase

AUSTRALIAN INDUSTRY SURVEY

100%

were satisfied with the event

100%

believe they will sell more as a result of attending the event

100%

satisfaction with the quality of buyers

100%

will recommend their organisation attends the Greater China Showcase 2020

"Having been doing in-market activities in China for many years, BE showcase by TA is no doubt the best roadshow for MICE."

SAVE THE DATE

TBC 2020, Australia