

DREAMTIME

2 to 3 December, 2019

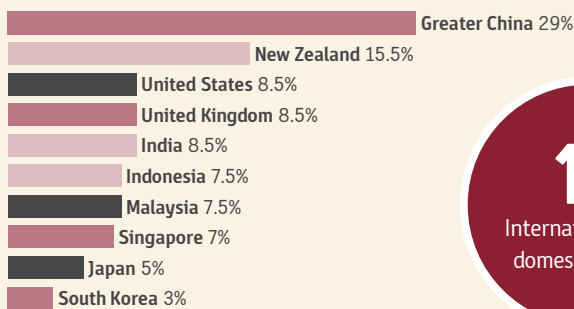


Dreamtime is Tourism Australia's signature incentive showcase, designed to increase awareness of and interest in Australia as an outstanding business events destination. The event provides Australian destinations and operators with the opportunity to connect with qualified business events buyers from around the world, whilst showcasing Australia's incentive experiences and products.

In 2019, Dreamtime was held in the city of Perth, Western Australia, and was delivered in partnership with Business Events Perth.

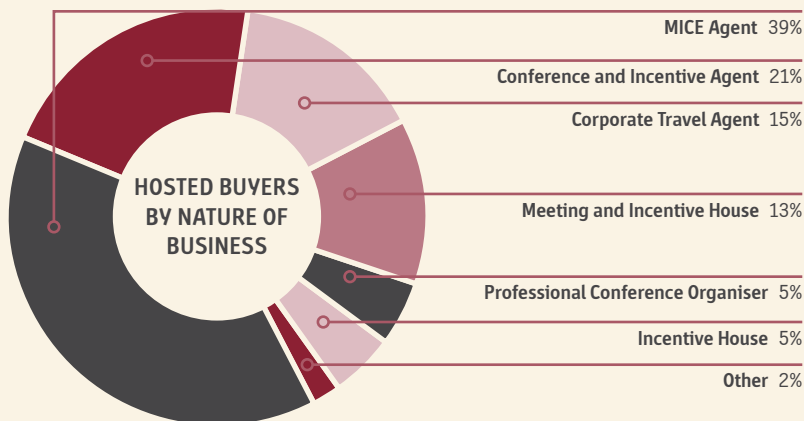
Delegates experienced first-hand the professionalism, creativity and innovation of Australia's incentive destinations, operators, suppliers and event management companies. After the two-day Perth program, international buyers and media travelled to the Whitsundays, Gold Coast, Sydney, Canberra and Margaret River to experience their business events offering. Prior to the event, two groups also visited Melbourne and Brisbane.

HOSTED BUYERS BY COUNTRY



103
International business events buyers

16
International and domestic media

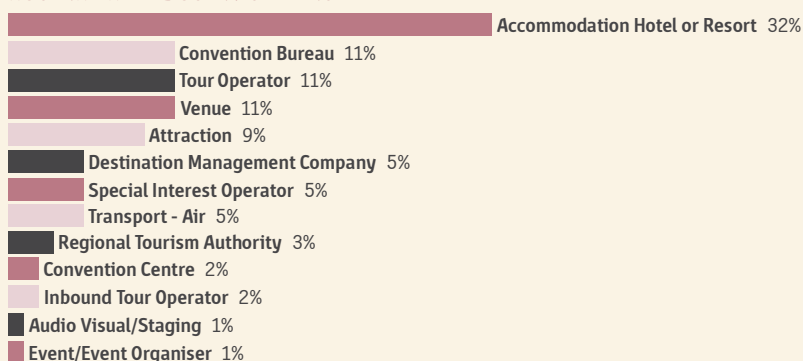


2,299
Appointments conducted

87
Australian industry sellers

150+
number of business leads generated

AUSTRALIAN INDUSTRY SELLERS



POST-EVENT SURVEY RESULTS

BUYERS

98% of buyers were **satisfied** with the Dreamtime program

92% of buyers are more **likely** to send travellers to Australia having attended Dreamtime

"Australia is always our number one destination to send our clients, showcasing quality and diverse experiences for the MICE market and continually offering wow factor moments"

99% were **satisfied** with Perth as a business events destination

93% of buyers are now **more likely** to pitch the region they visited on their educational trip

"Once again Dreamtime has opened my eyes to a new destination on offer in stunning Australia."

SELLERS

100% of sellers were **satisfied** with Dreamtime

"Dreamtime 2019 was a fabulous opportunity to meet with key distribution partners for MICE from around the world. The exposure to this market will be a vital key in moving our MICE business forward in 2020 and beyond."

96% said Dreamtime 2019 offers **value for money**

98% of sellers were **satisfied** with the quality of buyers at Dreamtime 2019

88% intend to sell more as a result of attending Dreamtime 2019

"Dreamtime is the place to be if you're serious about business events! The TA's team flawless execution makes it the template for all other tourism events!"

"Dreamtime is a wonderful event to meet key Buyers from the International MICE."

To date, 126 pieces of coverage have been generated with a current reach of over **12 million people.**

SAVE THE DATE

Dreamtime 2021 – Dates TBC