

DREAMTIME

8 to 10 November 2023 - Adelaide, South Australia

DREAMTIME
ADELAIDE / TARNTANYA 2023

BUSINESS EVENTS AUSTRALIA



Dreamtime (now known as Australian Next) is Tourism Australia's signature incentive showcase, designed to increase awareness of 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.

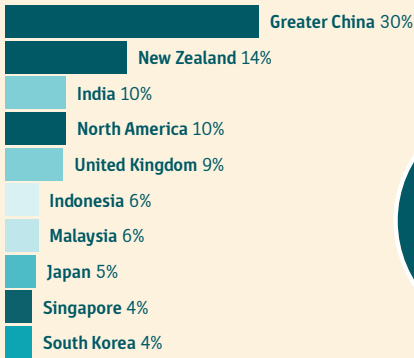
In 2023, Dreamtime was held in the city of Adelaide/Tarntanya, South Australia, delivered in partnership with Business Events Adelaide.

Delegates experienced first-hand the professionalism, creativity and innovation of Australia's incentive destinations, operators, suppliers and event management companies. After the two-day Adelaide program, international buyers and media travelled to Brisbane, Cairns, Gold Coast and Perth. Four groups join pre families to Canberra, Regional South Australia, Melbourne, Sydney and Uluru.

Dreamtime has provided an uplift in confidence and demand to pitch Australia and drive demand for incentive business and connects buyers with Australian industry from across the country.

BUYERS BY COUNTRY

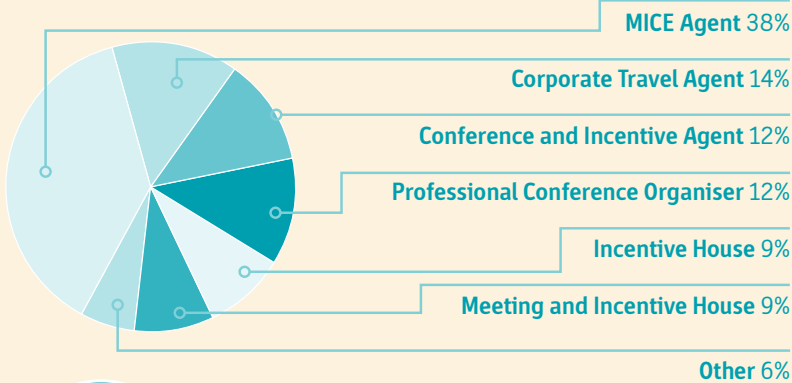
International buyers attended from ten markets.



77
incentive agent
buyers

14
international and
domestic media

BUYERS BY NATURE OF BUSINESS



88

Australian
industry sellers

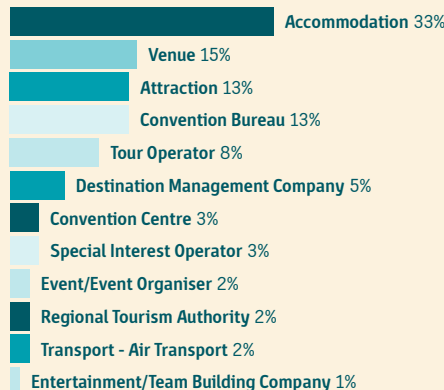
2,034

Appointments
conducted

150

Number of
business leads
generated

AUSTRALIAN INDUSTRY SELLERS



POST EVENT SURVEY RESULTS

BUYERS



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



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



of buyers were satisfied with Adelaide as a business events destination



of buyers were satisfied with their pre or post famil Dreamtime program (nine visits)

"A perfect incentive experience, enabling me to have a new understanding of Australia as an incentive destination."

"Australia is definitely one of the best destinations for MICE event because it not only has beautiful landscapes and animals but also a well-rounded supply chain for event hosting and catering."

"In my view Australia now sits as a 'must do' for business events. Everything about the destination from top quality international branded hotels, cosy boutique properties, unique cultural experiences, top class venues and a very well resourced and focused business tourism infrastructure screams come to Australia."

SELLERS



of Australian Industry sellers were **satisfied with Dreamtime 2023**



said Dreamtime 2023 offers value for money



intend to sell more as a result of attending Dreamtime 2023

"Dreamtime was the perfect environment to promote our brand being new to market. The event provided a platform to showcase to international buyers our unique points of difference."

"Dreamtime is a great event to showcase your products to a range of targeted buyers interested in selling Australia and to companies who are part of the decision making process."

"What a truly inspirational program to participate in. A fantastic opportunity to be connecting with international buyers whilst they immerse themselves in the Australia destination product. What better way to do business than experience it first-hand!"

MEDIA



of Media were **satisfied with Dreamtime 2023**



of media were satisfied with Dreamtime 2023 delivering new news about Australia as an incentive destination

SAVE THE DATE

Previously known as Dreamtime, Tourism Australia's signature incentive showcase will now be called 'Australia Next'.

Australia Next will be held in Cairns/Gimuy, Queensland, in partnership with Business Events Cairns & Great Barrier Reef. **8 to 11 September 2024.**

More details will be available in early 2024.