

AUSTRALIA NEXT

8 TO 10 SEPTEMBER 2024 – CAIRNS, QUEENSLAND

AUSTRALIA
CAIRNS / GIMUY 2024
NEXT

BUSINESS EVENTS AUSTRALIA

Australia Next (previously known as Dreamtime) is Tourism Australia's signature business events 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 2024, Australia Next was held in the city of Cairns, Queensland, delivered in partnership with Business Events Cairns & Great Barrier Reef.

Delegates experienced first-hand the professionalism, creativity and innovation of Australia's incentive destinations, operators, suppliers and event management companies. After the three night Cairns & Great Barrier Reef program, international buyers and media enjoyed a famil across Australia in Adelaide, Brisbane, Gold Coast, Melbourne, Sydney and Uluru. Pre-famils were held to Canberra, Perth and Port Douglas.

Australia Next will drive confidence 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.



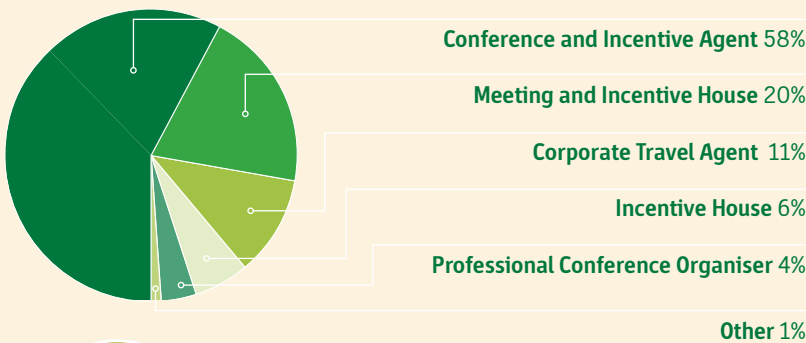
79

incentive agent buyers

15

international and domestic media

BUYERS BY NATURE OF BUSINESS



96

Australian industry sellers

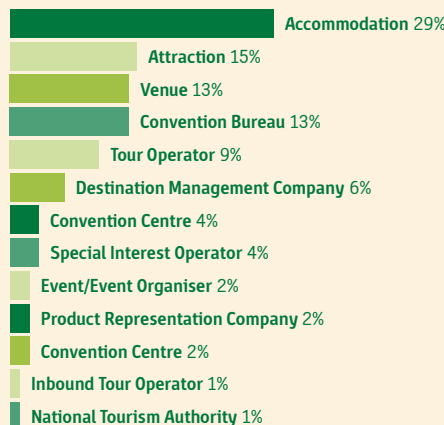
2,034

Appointments conducted

165

Number of business leads generated

AUSTRALIAN INDUSTRY SELLERS



POST EVENT SURVEY RESULTS

BUYERS



of buyers were satisfied with the Australia Next program



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



of buyers were satisfied with Cairns as a business events destination



of buyers were satisfied with their pre or post famil Australia Next program (eleven visits)

"Australia's incentive resources are abundant, with a wide variety of attractions, excellent accommodations, and diverse dining options, offering endless surprises for guests. It is a highly recommended destination for incentive travel!"

"To capture a weeks' time in Australia, is like trying to fill a cup after its full. The awe-inspiring beauty of this land and how its people are connected to it is humbling and well received. The overall feeling of being welcomed, no matter the location, was truly a refreshing experience and I'm pleased to be able to share that with clients."

"At Australia Next 2024 I was able to meet with a wide variety of businesses from across the country and impressed by how much I learned in a short time! From hotels, venues, experiences, airlines, transportation, tourism boards, everything was covered!"

SELLERS



of sellers were satisfied with Australia Next 2024



said Australia Next offers value for money

"Australia Next is the ultimate experience for international buyers to immerse themselves in Business Events Australia and see firsthand why this is a top global destination. With a country rich in diverse destination experiences through the indigenous culture, culinary and adventure, it is no wonder why this special part of the world is so desirable to create wholesome connection & engagement with delegates whether it be a conference or incentive program!"

"First time seller to Australia Next. Was a great platform for our brand with highly qualified buyers. Looking forward to making this an annual trade show on our calendar."

Once again Australia Next (formerly Dreamtime) put on event to wow both international buyers and local Australian sellers with every detail taken care of from outstanding catering to unique venues. Anyone engaging in the incentive space, should definitely put this event in their calendar as a 'Must Do'."

MEDIA



of media were satisfied with Australia Next 2024



of media were satisfied with Australia Next 2024 delivering new news about Australia as an incentive destination

SAVE THE DATE

Australia Next will be held in Melbourne/Narrm, Victoria, in partnership with Melbourne Convention Bureau.

1 to 3 December 2025.
More details will be available in early 2025.