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BESYDNEY ANNOUNCES 100% YEAR ON YEAR GROWTH

Business Events Sydney (BESydney), the official organisation responsible for promoting Sydney as a business events destination and bringing these events to Sydney, has won 41 events in the current financial year, attracting over 200,000 delegate days to Sydney and more than \$176 million. This represents a 100% growth on the economic impact of business events compared to this time last year.

“BESydney works collaboratively with government and industry to make Sydney an attractive destination for business events. This collaboration has seen BESydney build a solid pipeline of new business for 2010 and beyond, despite the economic downturn,” said Mr Jon Hutchison, Chief Executive Officer of BESydney.

2010 will be the biggest year ever for business events held in Sydney with 33 events already confirmed attracting 59,200 delegates, 299,550 delegate days valued at an estimated \$224 million.

“The business events market is relatively resilient to short-term economic upheavals because large international conferences are planned years in advance,” said Hutchison.

“We believe that the business events industry remains well placed to weather the global financial crisis but it has become more important than ever that we face today’s challenges with carefully honed, long term strategies.”

These strategies involve the targeting of specific industries that are resilient to short term upheavals and working with associations and corporations to boost delegate numbers by offering a better value proposition and working to maximise the experience of delegates when in Sydney.

Contributing to the success of BESydney is a newly established partnership with Events NSW, a dedicated events body created by the NSW Government that aims to develop Sydney and NSW as a centre for public, sporting and business events.

This partnership is the result of a comprehensive review into events needs and infrastructure in NSW, to which BESydney actively contributed. It provides a fresh commercial framework for creating government and industry cooperation and sees business and political leaders unite behind a common vision for the city’s events sector.

The formalisation of the partnership with Events NSW has contributed to a string of major bid wins for Sydney, including the recent Amway win and the World Congress on Lung Cancer in 2013 which will attract more than 8,000 delegates and \$19 million for the economy.



In addition, the partnership has also allowed BESydney to inject greater creativity in its bids, showcasing some of Sydney's major new festivals such as Vivid and Crave. This is but one of the reasons Sydney was selected to host Dreamtime, which is coming to Sydney's shores in October this year.

"There are many reasons why Sydney was selected to host such a prestigious event," said Hutchison. "The support of Sydney's tourism industry and the NSW Government, our demonstrated credentials for staging sustainable events and the in kind of many five star hotels all played a hand in winning this bid. But perhaps a stand-out factor was the creativity of our proposal which linked in with the Crave festival," he said.

- ENDS -

Business Events Sydney

BESydney, formerly known as the Sydney Convention and Visitors Bureau, is a 40 year partnership between the NSW Government and the tourism industry. BESydney is a highly proactive organisation that has been successful in connecting Sydney to world markets through conventions, conferences, congresses, incentives and business meetings.

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