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DREAMTIME 2009 TO SHOWCASE FIVE AUSTRALIAN DESTINATIONS IN FIVE DAYS

Frankfurt, Germany: Tourism Australia has today revealed plans for its pinnacle incentive travel trade event, *Dreamtime 2009: The story of Australian incentives*, supported by Qantas and Business Events Sydney.

Dreamtime aims to generate future business for Australia's high yielding business events sector and will target around 100 international incentive agents and 20 international media from Australia's key markets of Asia, Europe, New Zealand, the United Kingdom, USA and New Zealand.

"*Dreamtime* provides an opportunity to showcase the world-class business events experiences on offer in our harbour city, Sydney, and other parts of the country," said Ms Joyce DiMascio, Head of Business Events Australia.

The premier incentive showcase will run for five days, October 12 – 16 2009, commencing with an educational two day visit followed by a business forum in host city, Sydney. Buyers are matched to a destination for their two day visit from locations including Melbourne, Sydney, Adelaide, Northern Territory and Sunshine Coast/Brisbane.

"Australia's ability to offer remarkable locations, uplifting experiences and sustainable business events is recognised by the international business events market. Australia is committed to building our share of this important sector and *Dreamtime* is the trade event that will drive this segment."

Dreamtime will highlight Australia's credentials for staging sustainable events and host city Sydney is focused on delivering a low carbon impact event.

"Australia's business events industry is committed to the development of socially responsible and ecologically sustainable best practice standards".

Since it was last held on the Gold Coast in 2006, *Dreamtime* has been remodelled to showcase more of Australia.

For more information about Business Events Australia visit www.businessevents.australia.com.

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