

**MEDIA RELEASE**  
**22 July 2016**

**Top event planners boost business with visit to the Sunshine Coast**

Business Events Sunshine Coast (BESC) will welcome and host a group of 13 top event planners to the region representing companies including Westpac New Zealand, Go Conferences and Incentives, Foxtel, Aura Incentives and Bayer Cropscience.

The planners from New Zealand, Sydney, Melbourne and Brisbane will tour the region from 22-24 July before attending Convene Queensland (a business events trade show) in Brisbane on 26 July.

“This visit, organised in conjunction with ProMag Publishing and the organiser of Convene Queensland, allows us to host high level event planners from premium companies,” Visit Sunshine Coast acting CEO, Simon Latchford said today. “The group will experience signature incentive activities and unique offsite venue offerings first-hand.

“The Sunshine Coast offers pristine beaches and a lush hinterland that can cater to groups looking to venture beyond more well-known New Zealand and Australian cities and destinations for business. The beauty of our region is the direct access to Sunshine Coast Airport via carriers Air New Zealand, Qantas, Virgin and Jetstar.

“This visit has been designed by our BESC team to increase future business and incentive group bookings to the region and will include a welcome lunch at Noosa Boathouse in partnership with Tourism Noosa, guided food trail experience coordinated by Beyond Experiences, showcases at Aussie World and the Ginger Factory, progressive dinner at Peppers Noosa Resort, lunch at Spirit House, accommodation at the newly branded Sofitel Noosa Pacific Resort and Novotel Twin Waters Resort with transport provided by Kangaroo Bus Lines.

“We know the Sunshine Coast is an outstanding location to showcase the unique experiences and venues demanded by high-end groups. The Sunshine Coast has a stellar portfolio of events for visitors and equally, the area of business events is an important part of the mix and we need to continue to develop and grow this segment. This is a golden opportunity to show key event decision makers what we do best,” added Mr Latchford.

Following the visit, Business Events Sunshine Coast (BESC) will attend Convene Queensland to meet and promote the region to over 200 event planners from around Australia and New Zealand.

Other tourism members to attend the trade show on the BESC stand include Sofitel Noosa Pacific Resort, Novotel Twin Waters Resort, Noosa Springs Golf Resort & Spa, Aussie World, Australia Zoo, Live It Tours, The Events Centre, The Spirit House restaurant and cooking school, Landmark Resort Mooloolaba and Rivershore Resort.

More information - [www.convenequeensland.com](http://www.convenequeensland.com)

**Business Events Sunshine Coast (BESC)** is the convention bureau for the Sunshine Coast. It sits as a dedicated unit within Visit Sunshine Coast, the regional tourism organisation for the Sunshine Coast. BESC is a not-for-profit, membership based organisation and their role is to promote the Sunshine Coast as a viable destination for conferences, meetings and incentive programs.

**For media enquiries contact:**

Liz Tuckett, PR/Comms Content Specialist [liz.tuckett@visitsunshinecoast.com](mailto:liz.tuckett@visitsunshinecoast.com) or call 0417 345 050.