

December 4, 2017

Enticing dream business to the Brisbane Showgrounds

For the first time, the Brisbane Showgrounds will take part in this week's Tourism Australia incentive showcase 'Dreamtime,' aimed at boosting Brisbane and Australia as an incentive events destination.

Starting today, the five day event which is held every two years, will see about 100 international business events buyers meet with almost 90 industry sellers including representatives from the Brisbane Showgrounds.

Along with networking at a business session, welcome reception, breakfast and gala dinner in Brisbane over the next two days, the representatives will meet with some of the buyers at the Showgrounds itself.

Brisbane Showgrounds General Manager of Venue Sales and Marketing Jago Coyle said the Dreamtime event would hopefully lead to new business from the international incentive market.

"We'll have the chance to meet with buyers from key markets including Greater China, Singapore, India, Japan, New Zealand and the United Kingdom," he said.

"This is a great opportunity to secure new business, as our state-of-the-art Royal International Convention Centre (Royal ICC) is perfect for these business events and we offer incentive experiences such as Royal Queensland Show (Ekka) Corporate Suites and a Brisbane Showgrounds Heritage Trail."

The Brisbane Showgrounds precinct is located just 1.5km from Brisbane's CBD and is Queensland's largest indoor / outdoor events site.

For more information about the Brisbane Showgrounds visit www.brisbaneshowgrounds.com.au

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