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Encouraging New Zealand to 'Meet in green spaces, breathe in fresh thinking'

Business Events Noosa has launched a business events campaign '**Meet in green spaces, breathe in fresh thinking**' to entice New Zealand Event Organisers to plan their next conference, incentive or event in Noosa.

The campaign will be in market until the end of April across Meeting Newz, supported through paid socials that target CEOs, corporate EAs, Professional Conference Organisers and planners. The campaign will direct planners to a campaign landing page on the Visit Noosa website, housing member deals and storytelling videos, which will click through to the new Business Events Noosa website, www.visitnoosa.com.au/business-events

Tourism Noosa Business Events Manager Vynka Hutton said "The campaign features a series of videos, introducing the faces behind Noosa businesses and showcasing the variety of incentive experiences and support services that can be worked into conference programs. Noosa has long been known as a holiday destination, but the strength of the Business Events industry in Noosa is yet to be fully discovered".

The videos showcase Noosa's strongest assets to highlight the breadth of offerings in Noosa, under themes: Discover time to refresh with wellness-inspired options; Discover sustainable pursuits; Discover corporate local gifts; Discover nature escapes; Discover cultural immersion; and Discover foodie delights.

"Noosa's best asset is the stunning natural environment, which provides an ideal blank canvas to create the perfect bucket-list experience, made possible by exceptional venues with state-of-the-art facilities and professional service," Ms Hutton said. "Enhanced by Noosa's balmy sunshine, blue skies and turquoise waters with rolling waves, a diverse tapestry of waterways and national parks all complemented by a globally acclaimed food scene".

"The tagline, '**Meet in green spaces, breathe in fresh thinking**' sums up the message that Noosa will leave delegates refreshed, inspired and ready for the next big project; an integral message to bring back our NZ corporate guests.

"The new business events website provides all the inspiration and information needed for New Zealand Event Organisers to plan their next conference or event in Noosa. The comprehensive site is filled with suggestions for venues, incentives, accommodation, offsite options, support services as well as itineraries, blogs and delegate boosting assets to create your ideal corporate escape".

"Our goal at Business Events Noosa is to provide Event Organisers with bespoke, independent planning advice and assistance to guide business events from inception to completion, making it a truly unforgettable experience for their guests. Corporate Planners will be surprised and delighted by the possibilities Noosa provides to their clients. Prior to COVID, New Zealand produced high-yielding corporate events to Noosa, and our aim is to make sure Noosa is top of mind with decision makers looking at bringing a business event to Australia" said Ms Hutton.

The campaign was supported by Tourism Australia's Business Events Boost Program.

The campaign landing page is : <https://www.visitnoosa.com.au/business-events-meetinggreenspaces>

The Noosa Business Events website is: www.visitnoosa.com.au/business-events

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