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## Shining a spotlight on Business Events in Noosa

Last week Tourism Noosa and industry members engaged with some of Brisbane's key event buyers at the Business Events Soiree, hosted by Visit Sunshine Coast.

Held at the new Crocodile Hunter Lodge at Australia Zoo, in the new Warrior Restaurant and conference space, the event saw over 50 buyers attend to learn what venues and experiences Noosa has to offer their clients and can be worked in to a program.

The soiree was a great opportunity for Tourism Noosa to attend and connect with buyers to acquire leads and potential business for its Noosa members, as business events is a lucrative industry, due to corporate groups tending to travel mid-week in off-peak season and, notably spend three times more than a leisure visitor.

Tourism Noosa's Trade & Business Events Manager Vynka Hutton said the business events sector is a vital part of our Monday to Friday visitor economy and there was strong demand for hosting business events in Noosa.

"Noosa has long been a desirable destination as an events destination, whether it be corporate events or business retreats and we have seen interest increase significantly over the past 18 months".

"There is a lot of potential out of the Brisbane market for corporate events in Noosa, particularly while aviation is still not back to its 100% capacity making it difficult for event organisers to access flights. Delegates were looking for a range of options, and Noosa is always a popular drawcard due to its stunning beaches, river, nature and food offering".

"For Event Buyers developing their programs, they can include anything from accommodation, venues, restaurants, experiences, attractions, photographers and more, so they provide great earning potential for a variety of Noosa businesses. And even better, they often return to Noosa to holiday with their friends and family providing further dollars to the Noosa economy".

"It was encouraging to see a variety of business event potential for Noosa including retreats, conferences, workshops, training and incentives from 15 people up to 300 being held this year as well as enquiry for 2024 and 2025".

"The day featured several of Tourism Noosa members including Peter Kuruvita who wowed the audience with a cooking demonstration from his Alba by Kuruvita cooking school and conference space, with his famous popcorn prawns and Zeke Davis from Gubbi Gubbi Dance who provided an amazing Welcome to Country, educating the audience on our traditional ancestors and history of our land. A special thank you to LB Event Collective for the beautiful booth styling props, that helped our Noosa stand shine" said Ms Hutton.

Other members attending the day included: Aussie World, Evoke Experiences, Kingfisher Bay Resort, Noosa Springs Golf & Spa Resort, Sunshine Beach Surf Club, Peppers Noosa Resort & Villas and RACV Noosa Resort.

**ENDS**

**Photo:** Evoke Experiences (Emily Mills), Noosa Springs Golf & Spa Resort (Helen Mitchell), RACV Noosa Resort (Abbey Coates), Alba Kuruvita (Karen Kuruvita) and Vynka Hutton (Tourism Noosa).

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