

15 September 2021

The business of winning events continues for Sydney with seven new bid wins secured in one month

Whilst global markets continue to navigate COVID-19, BESydney is having its most successful month since the start of the pandemic with seven meetings won for Sydney during August 2021.

Set to attract more than 5,000 delegates and generate an estimated \$14 million in direct expenditure to the NSW economy through to 2024, the wins comprise six global events and one national event spanning business, environment, science, technology, and health.

The latest wins take BESydney's bid win tally to 18 year-to-date, and 92 events in total secured through to 2029 with a combined estimated direct expenditure of \$480 million.

NSW Minister for Jobs, Investment, Tourism and Western Sydney, Stuart Ayres said: "We're getting ready to welcome back our visitors and give first time and repeat business travellers even more incentive to choose Sydney. We're well-progressed in the vaccination rollout, and despite the current restrictions for locals, the global business of winning business events for Sydney goes on."

BESydney CEO Lyn Lewis-Smith said: "These wins signal a clear sign of confidence that the world's beloved Sydney and Australia will return as a leading choice for global business events. We know that people are craving human connections and sharing knowledge, ideas, and drive business forward in-person, and we're building our city and industry back best to exceed on expectations when it comes to creating lasting memories, outcomes and impact."

Oscar van Elten, General Manager Education, Events & Sales at the Australian Dental Association, host of the 2023 FDI World Dental Congress to be held in Sydney, said that he was highly optimistic about the return of meetings. "The global meetings sector is vital in bringing together the world's leading minds to spark fresh thinking, create and catalyse change and I have no doubt that Sydney will continue to deliver on all counts."

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About BESydney: BESydney promotes Sydney as the pre-eminent Asia-Pacific business visitor destination and acquires strategic business events that deliver economic and social impact for Sydney, NSW and global communities. We are independent and not for profit, supported by the NSW Government, City of Sydney, and industry.