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Game On Sydney

-Business Events Sydney Launches New Online Game 'Experience Sydney' to Educate the International Incentives Sector on New and Refreshed Sydney Venues and Experiences -

Today, Business Events Sydney (BESydney) launched a new online game to showcase the destination appeal of Sydney for incentive events from India, Malaysia and Singapore.

The aim of the game is to educate BESydney's corporate clients in South and Southeast Asia as well as travel agents, inbound operators and industry on the destination appeal of Sydney for incentives. Japan and South Korea will follow as markets continue to open up to international quarantine-free travel.

"Sydney has changed so much while international visitors have been away, and this gamified selling tool is a fun and engaging way to show these new visitor experiences off: brand new facilities, refurbished hotels and venues and new and updated attractions along with exciting new precincts and revitalised neighbourhoods," said BESydney CEO, Lyn Lewis-Smith.

"As international markets return, we are facing tougher competition than ever before, and we are confident this initiative will stand Sydney out from the crowd, highlighting the quirky and playful side of the big city experience in Sydney that international visitors know and love, but also giving them the reassurance that the city delivers event delivery expertise, world class business event infrastructure, safe and secure destination, stellar attractions, appealing climate and rejuvenating natural environs."

The fun and educational game is designed to bring these Sydney experiences to life and has been developed for web-GL, utilising video encoding and 3D animation sequences featuring a combination of a gamified track experience, quirky Aussie koala guide, postcards and destination footage. The strategy and purpose of the game is a new concept that hasn't been done in Australia before. Users race around Sydney's streets, collecting points to win prizes. By visiting these new attractions and precincts online, corporate companies and incentive agents can learn more about the variety of venues and what they offer for event organizers.

The game allows players to drive around Sydney as a koala, visiting venues, learning about products and experiences along the way, and collecting points by answering riddles and questions on Sydney. Points will determine a player's position on the leader board and prize vouchers will be awarded for players in top positions, until 22 August 2022.

"Tourism is a highly experiential industry and gamification is an ideal way to allow users to experience the destinations for themselves. The Experience Sydney game has been designed to allow the player to discover Sydney as an event and experience destination and showcase safety and infrastructure in a fun way," Lewis-Smith said.



Sydney venues and attractions featured include the Sydney Opera House, Luna Park Sydney, Bondi Beach, Taronga Zoo Sydney, Barangaroo Dining Area, Doltone House Jones Bay Wharf, Crown Sydney, ICC Sydney, Sydney Town Hall, WINX Stand at Royal Randwick and Watersedge at Campbell's Stores.

Nearby regional experiences were also showcased as they are commonly sought after by international event planners. BESydney research shows, 52% of Asian Incentives included regional components. Activities and regions included are quad biking and cable cars in the Blue Mountains, Hunter Valley, Port Stephens, Glenworth Valley and Central Coast.

BESydney Director of Corporates and Incentives, Sinead Yeo, said "Sydney is a safe and secure destination with an appealing climate and incredible natural environment. This combined with its excellent business facilities and infrastructure, stellar attractions and local activities make it the ideal location for incentive events".

Tourism Australia supported the project via its Business Events Advance Program which partners with industry on activity that aims to increase the number and value of international business events for Australia.

To try the game out for yourself go to besydney.com.au/experience-sydney and for more information on hosting events in Sydney go to besydney.com.au

-ENDS-

Experience Sydney Game Images:

- [Experience Sydney Game koala](#)
- [Experience Sydney Game koala \(Blue Mountains\)](#)
- [Experience Sydney Game koala \(Hunter Valley\)](#)
- [Experience Sydney Game koala \(Harbour Bridge\)](#)
- [Experience Sydney Game koala \(Opera House\)](#)

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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.