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Business Events Sydney welcomes NSW Government's Visitor Economy Strategy 2035

BESydney today welcomed the release of the NSW Government's new Visitor Economy Strategy 2035 by NSW Premier Chris Minns and the Minister for Jobs and Tourism, Steve Kamper.

It's an ambitious roadmap, which sets a clear target to generate \$91 billion in annual visitor expenditure and generate an additional 150,000 jobs by 2035.

The Strategy, which was developed following extensive consultation with over 500 NSW stakeholders, including BESydney, focuses on five key pillars to accelerate growth. One of the standouts for BESydney is the commitment to *Drive Growth Through Events*, highlighting the critical role of business events in providing growth opportunities.

BESydney Chair, Professor Mary O'Kane AC welcomed the new Strategy: "We are thrilled to see the NSW Government's commitment to driving growth through events. Business events are a multi-billion-dollar global industry and a powerful catalyst for innovation. This Strategy will help BESydney to unlock new potential across the city, particularly with the opening of the Western Sydney International Airport next year."

BESydney CEO Amanda Lampe recognised the significance of today's Strategy release noting that BESydney had already secured 66 events coming in to Sydney this year bringing in 46,000 delegates staying 174,000 delegate days and generating an estimated \$213 million in direct expenditure to the NSW economy.

"As the State's expert advisor on strategic business event acquisition, we look forward to working closely with the Government, Destination NSW and the local business events ecosystem to achieve these ambitious goals.

"The large majority of the delegates attending the events we attract are from overseas and visiting Sydney for the first time because of that conference. Beyond their tourism dollars, they contribute to our knowledge economy – sharing their expertise and learning from our local experts. They enter collaborations, they sign business deals, and they invest here. Many also return later for further business, to study, or with their friends and family on holidays."

The Government outlined three focus areas to deliver business events outcomes:

1. Reinforce partnerships: In partnership with Business Events Sydney, refresh the business event strategy to ensure that key sectors are identified and prioritised.

2. Promote a focus on Western Sydney and regional NSW: Encourage Business Events Sydney to look for opportunities in Western Sydney and continue to promote business event opportunities in regional NSW.
3. Prioritise opportunities for existing and new infrastructure in key destinations: Investigate the supply of business event venues and infrastructure in Western Sydney and other key locations outside of Sydney, such as Newcastle and Wollongong, and identify infrastructure needs to meet potential future demand.

BESydney is excited to support the NSW Government in delivering on these focus areas and contributing to the broader goals of the NSW Visitor Economy Strategy 2035.

To view the strategy, click [here](#).

BESydney is the not-for-profit company funded by government, universities and the private sector to target, bid for and secure hosting rights for global conferences that will generate economic and social benefits for the people of NSW and Australia.

We bid in a highly competitive environment for around 100 global events every year and have a success rate of around 70%. The events we attract are targeted at professional gatherings of global industry leaders, academics and policy makers in Australia's priority industries, which provide a platform for Australians in those sectors/professions to make global connections, write business, secure investment and sign-up talent to come and work or further their studies here.

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