

4 December 2025

Sydney to host Tourism Australia's signature incentive showcase in 2027

Sydney has seized the opportunity to host international business events planners from around the world in December 2027 to showcase the Australian gateway city's rapidly changing event experience and infrastructure.

Australia Next 2027 is a Tourism Australia event to be run in partnership with BESydney to increase awareness of Australia as a stand-out incentive destination. At the showcase the Australian business events industry will connect with international planners from key markets to build a strong pipeline of future events. Visiting buyers and media also get the opportunity to see and experience Sydney's best incentive experiences first-hand.

Tourism Australia Acting Managing Director Robin Mack said over the years the showcase has secured Australia hundreds of business leads worth many hundreds of millions of dollars.

"We can't wait to welcome international business events planners to Sydney in 2027. Business Events Sydney will have plenty of new product to showcase to international business events planners in 2027," Mr Mack said.

BESydney CEO Amanda Lampe said the timing for Sydney could not be better.

"Hosting this prestigious event in Sydney in late 2027 is a strategic decision by BESydney with the new 24-hour Western Sydney International (WSI) Airport providing a once in a generation fillip to air capacity and flexibility to Australia's gateway city", Ms Lampe added.

"The Airport's location also unlocks a whole new world of incentive itineraries showcasing Australia's first nations culture and wellness experiences and taking in the world-heritage listed Blue Mountains, award-winning wine regions, Indigenous cultural sites and experiences, and vibrant multicultural communities.

"It is a fantastic opportunity to demonstrate Sydney's expertise and comprehensive knowledge of the incentive market to deliver value for our clients and an inspiring and rewarding experience for the delegates they bring here.

"Incentive travel continues to be a driver of economic activity and growth for our city and our state. In 2027 this will be further enhanced with new infrastructure including the Western Sydney International Airport, the new Sydney Fish Market on Blackwattle Bay and the Waldorf Astoria on Circular Quay and so much more.

"We look forward to partnering with Tourism Australia to bring Australia Next back to Sydney and to continue driving meaningful business outcomes for our region."

Find out more about Sydney's unique and ever-changing offering for meeting, incentive and conference planners, and delegates here:

<https://hello.besydney.com.au/l/315211/2025-12-01/nx4sm>.

- Ends -

For media information contact BESydney, Carolin Lenehan, clenehan@besydney.com.au / +61 412 959 095.

About Business Events Sydney (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. [BESydney.com.au](https://www.besydney.com.au)