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AUSTRALIA'S LARGEST EVENTS CONFERENCE ANNOUNCES REGIONAL NSW LOCATION FOR 2020

Destination NSW in partnership with Crowne Plaza, have chalked up another win for regional business events, with the Hunter Valley announced as the host location of a major conference in 2020, which is set to turbocharge the local economy and showcase the region to prospective decision makers.

Hosted by Meetings & Events Australia, EVOLVE is the largest conference for event professionals across the nation and will welcome more than 500 delegates from a variety of industries, who will be accommodated at the award winning IHG Crowne Plaza Hunter Valley from 3 – 5 May, 2020.

Destination NSW Chief Executive Officer Sandra Chipchase said the news is a major coup for both the Hunter Region, as well as the State's booming regional business events offering.

"This is another feather in our cap for the State, particularly when it comes to our regional areas being selected to host major industry events that are typically held in major cities," Ms Chipchase said.

"Increasing regional conferencing and other business events in rural and regional NSW is a key focus of the NSW Government via Destination NSW. The Government has committed \$6 million over four years to develop and implement a Regional Conferencing Strategy to assist regional operators to secure more conventions, corporate meetings and other business events across regional NSW.

"Our investment in growing this sector is essential because we know that overnight business visitors spend, on average, \$237 per night in NSW – nearly double those of overnight leisure visitors. They are also more likely to return for a future holiday with family or friends.

"That means more dollars being spent in local communities, people eating out at restaurants, keeping local people in local jobs and driving the local economy," Ms Chipchase said.

Media Release



Area General Manager of the Crowne Plaza Hunter Valley Lachlan Walker also expressed his enthusiasm in light of the news, commenting on the importance of business events for the region.

“The support of Destination New South Wales and Meetings & Events Australia are key to the success of not only the hospitality sector, but businesses large and small in the Hunter Valley.

“Ongoing tourism promotion and large scale events like this will ensure that the region continues to thrive, prosper and remain a key destination within Australia,” he said.

“As New South Wales largest regional convention hotel Crowne Plaza Hunter Valley offers business events 20 to 1600 delegates with outstanding facilities and professional service from our local friendly team.”

For more information go to:

www.meetinnsw.com.au

www.evolve2020.com.au

www.crowneplazahuntervalley.com.au/

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About Destination NSW

Destination NSW is the lead NSW Government agency for the State’s tourism and major events industry and is responsible for devising and implementing strategies to grow the State’s visitor economy. Our particular focus is driving tourism and acquiring and developing major sporting and cultural events for Sydney and regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim of securing more international conventions, incentive travel reward programs, corporate events and exhibitions.

Note to editors

Images can be found in the Destination NSW [content library](#).