



GET LOCAL 2021

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Showcasing suppliers for the business events industry across Australasia

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Get Local
THE MEETING PLACE

Get Local e-newsletter April 2021

Travel Guides `snobs` give thumbs up to Aussie incentive product



If you've ever watched the Channel 9 TV show Travel Guides you've probably seen Kevin and Janetta – AKA `the travel snobs`. Many people wouldn't be aware that for many years they both worked in the business event sector. So who better to ask whether Australian product is good enough for a high-end corporate meeting or incentive?

By Kevin Moloney

One of the most rewarding chunks of both our careers would undoubtedly be our involvement in the C&I market. With Janetta firmly entrenched in the airline operation of flying in thousands of participants here to experience the high-end products this country has to offer and me writing about similar movements, we were both right in the thick of it.

Being across the many dimensions of the C&I market, we both recognised Australia's ability to deliver a unique, professional and world-class product.

The glamour and excitement of overseas events is something participants have craved forever. Who wouldn't want to attend a conference in Vienna or be rewarded with a safari experience around the wild stretches of Africa? Just as our excitement is piqued at the thought of such a program, so it is for people from other countries. Australia has, and always will be considered exotic, new and adventurous. We may just not see ourselves that way.

This country has the iconic destinations, the operators, the experiences and the willingness to professionally showcase itself to the world. With the entire planet being the stage for similar events, some of the most remarkable experiences we've witnessed have been created right here.

Having worked closely with C&I planners and operators, we're more than aware of the intricacies of the industry. We know that detailed planning leads to perfect execution and our experience in the Australian market brings a sense of pride and achievement in knowing that as a nation, we can deliver.

But no matter how much planning goes into a program, you still have to have something to show off. Dinner in the outback under a million stars with Uluru as the backdrop is a truly unforgettable experience. (Does it actually get more Australian than that?) A Whitsunday sail and harbouring at one of the most luxurious island hotels is nothing but remarkable. Our city properties burst with the sophistication which is demanded by the market. Our brag book has thousands of pages.

We've got it!

When it comes to high-end experiences and events Australia delivers more than a midwife. Passport stamp collectors may feel unrequited in missing out on an overseas jaunt but for the rest of us, it may have just taken a pandemic to realise what marketers have been hell bent on telling us for ages... look right here.

Some of Australia's strongest product will be on show at Get Local. Make sure you register now to attend. Head to the 'Register' section of the website to reserve your place.