

DARWIN'S NEW APPROACH TO WELCOMING DELEGATES

15 June 2015

Renowned for being a welcoming and friendly city for conference delegates to visit, Darwin has formally extended its warm hospitality by introducing the 'Darwin Welcomes Delegates' program. This exciting program aims to showcase local businesses as knowledgeable and friendly hosts to visiting delegates ensuring a memorable visit to Darwin. It is a joint initiative of the Darwin Convention Centre, Northern Territory Convention Bureau and Tourism Top End.

The 'Darwin Welcomes Delegates' program will be promoted as one of the many benefits of hosting a business event in Darwin to conference organisers. On arrival in Darwin, delegates will be able to enjoy a range of privileges and special offers available at a range of shops, restaurants, hotels and tourist attractions, identified by the 'Darwin Welcomes Delegates' decal in shop windows.

The tourism and hospitality industry has embraced this new program and is excited about connecting more readily with conference delegates, showing warm hospitality, excellent service and good value products, services and experiences. It is an exciting concept that will see local businesses increase sales and repeat visitation, while developing Darwin's reputation as the most hospitable destination in Australia for business events.

Business Events are estimated to be worth \$89 million in expenditure for the Territory economy, providing real jobs and income for Territorians. The major stakeholder in this sector, the Darwin Convention Centre, hosts over 15,000 business visitors each year.

"Many delegates have not been to Darwin beforehand, so as a host city, we must aim to ensure that these business visitors have an amazing and unique experience in our tropical city," said Janet Hamilton, General Manager of the Darwin Convention Centre.

"The program focuses on making the delegates feel special and communicating upcoming opportunities for industry to participate in." said Trevor Cox, General Manager of Tourism Top End.

"The decal presented in shop windows and participating businesses helps connect the delegate through a conference delegate privileges card, enabling special tours and retail products, discounts and value add items to be redeemed," commented Mr Cox.

Heather Brown, owner of Di CROCO is excited to participate in the program. "The 'Darwin Welcomes Delegates' program presents a wonderful technology based opportunity for Territory businesses to create awareness of their unique offerings amongst the business tourism market. Territorians are generous with their spirit and conference delegates tell us this is a great strength. The program allows us to reach the delegates in their time and we look forward to a growth in sales facilitated by this new initiative."

The 'Darwin Welcomes Delegates' program is delivered in real time through a mobile responsive website that makes searching and booking tourism, retail, arts and eating experiences across Darwin so easy. "We are renowned for our Territory hospitality and enviable tropical lifestyle, this program impacts on our service delivery and is a strong commitment to the Business Events sector," Mr Cox explained.

For more information about the Darwin Convention Centre, visit www.darwinconvention.com.au; and for more information about the Darwin Welcomes Delegates program, visit www.tourismtopend/darwin-welcomes-delegates



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About AEG Ogden

AEG Ogden is an Australian controlled joint venture between Australian venue management interests and AEG Facilities of the United States.

AEG Ogden manages venues throughout the Asia Pacific region, including convention centres in Brisbane, Cairns, Darwin, Kuala Lumpur, Hyderabad (currently in design), Oman (opening 2016), the ICC Sydney (opening December 2016) and the Sydney Exhibition Centre @ Glebe Island; Suncorp Stadium in Brisbane; arenas including the Brisbane Entertainment Centre and the adjacent Sports Centre, Sydney's Allphones Arena, the Qantas Credit Union Arena (formerly the Sydney Entertainment Centre), the Newcastle Entertainment Centre and Perth Arena; and live theatres including Perth's His Majesty's Theatre, Perth Concert Hall, the WA State Theatre Centre, Albany Entertainment Centre, and Subiaco Arts Centre. www.aegogden.com

In addition, AEG Facilities was recently announced as operator of both the Los Angeles Convention Centre and Hawaii Convention Centre.