

STRONG SHOWING AS BRISBANE EXHIBITIONS DELIVER OUTSTANDING RESULTS

Recent exhibitions at the Brisbane Convention & Exhibition Centre have reported significant growth in visitor numbers and increased sales activity, with organisers forecasting very positive projections for 2010.

The fifth Brisbane Good Food & Wine Show held at the Centre in November, attracted a record exhibitor and visitor attendance. With 212 exhibitors and more than 19,000 visitors over the three days, the Brisbane show continues to grow year on year, attracting a large number of local food producers.

Matt Pearce, Managing Director of Diversified Exhibitions Australia said the terrific growth in visitors and an average stay of over four hours showed that Good Food & Wine Brisbane is a firm favourite in the event calendar. "Our research tells us that visitors to the show found the day out great value for money."

Mr Pearce says The Good Food & Wine Show will definitely be back in Brisbane in 2010.

Expertise Events, one of Australia's leading exhibition and event organisers, responsible for 30 trade and consumer shows in Australia and New Zealand every year, is looking ahead to significant growth in 2010.

Managing Director, Gary Fitz-Roy believes it is the strategic business planning behind the event that makes the difference. "Expertise Events has a strategic commitment to deliver events where inspiration, education and shopping combine to create an interactive experience that excites the visitor and is value for money.

"Our craft events continue to grow in popularity with Brisbane leading the way, and Craft & Quilt – held annually at the Centre in October is gaining market share and momentum with each event."

Expertise Events will introduce a number of new events in 2010 at the Brisbane Convention & Exhibition Centre including CraftExpo in March.

In August, one of the Centre's headline exhibitions, the Brisbane Boat Show was an outstanding success with 25,400 people attending the event, a 20% increase in admissions on the 2008 event. This year's event also experienced the biggest Saturday crowds since 2002, up 30% on last year's attendance.

Marine Queensland event organiser Jason Plant said the strong sales and increased numbers were a very positive sign for the future. "We are looking forward to an even bigger show in 2010 to celebrate the Brisbane Boat Show's 50th anniversary," he said.

Brisbane Convention & Exhibition Centre General Manager, Robert O'Keeffe said the recent robust performances reflected a remarkable resilience in the exhibition industry. "Exhibitions provide a unique environment where buyers and sellers are able to interact face to face to experience and learn first hand about new products," he said.

Mr O’Keeffe said he believes the exhibition market in 2010 will continue to strengthen with a number of new and exciting projects on the agenda.

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Brisbane Convention & Exhibition Centre, officially ranked among the top three convention centres world-wide is Australia’s most flexible meetings and events venue.

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