



Greg Aplin MP
Member for Albury

MEDIA RELEASE

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\$500,000 TO BOOST LOCAL REGIONAL CONFERENCING

The NSW Government has opened a \$500,000 Regional Business Event Development Fund to attract and create more business events in rural and regional areas.

Member for Albury, Greg Aplin said staging business events is a great way to showcase the region's conferencing facilities and array of tourism offerings while encouraging overnight visitation.

"The business events sector presents a significant local growth opportunity, with conferences and meetings bringing additional business to our local restaurants, cafés, venues, attractions, and accommodation providers," Mr Aplin said.

"The additional \$500,000 is available to conference planners, towns and regions that want to create their own new conferences or attract and retain existing business events."

Minister for Tourism and Major Events Adam Marshall said the Regional Business Event Development Fund would drive more overnight visitors to rural and regional NSW.

"We have opened a \$500,000 NSW Regional Business Event Development Fund to drive even more business event visitors into rural and regional NSW, turbocharging local economies and creating jobs," Mr Marshall said.

"Since the inception of our Regional Conferencing Strategy in August 2017, the government has invested around \$1 million, securing more than 60 business events for rural and regional NSW.

"Our investment in this sector is so important 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."

"From the bush to the coast, we want everyone to know that NSW offers delegates both a great opportunity to do business, and the chance to explore our fantastic tourism offerings.

"I encourage conference planners to apply now for this terrific funding opportunity."

For more information on the NSW Regional Business Event Development Fund, go to <https://www.meetinns.com.au/business-event-development-fund>

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