



BRISBANE SOARS AS AVIATION SUMMIT HOST

About the summit

The CAPA Australia Pacific Aviation Summit is the pre-eminent aviation strategy summit in the region, attracting aviation and travel industry executives from across Australia, New Zealand, Asia and the Pacific.

CAPA is attended by leaders from airlines serving the region, as well as key corporate travel buyers, travel management companies and the wider industry. It is an important forum to debate and discuss the major issues facing the aviation industry.

This was the first time the annual summit was staged in Brisbane, with delegates attracted to Australia's New World City thanks to its superior aviation, tourism and travel credentials.

"Brisbane Marketing was an excellent host partner and its Convention Bureau the easiest and best we have worked with, offering good communication and support, along with a visionary can-do approach. There was a risk in moving the CAPA Summit to Brisbane but it proved to be well and truly on par with Sydney and in fact 30 per cent of the delegates attended because of the move. Everyone was impressed with the venue and how attractive and progressive Brisbane is."

Derek Sadubin, COO CAPA -
Centre for Aviation

CONGRESS FACTS

Name:

CAPA Australia Pacific
Aviation Summit

Attendance:

634 delegates

Venue:

Brisbane Convention &
Exhibition Centre (BCEC)

Partners:

Brisbane Marketing,
Brisbane Airport
Corporation, K&L Gates
and Tourism and Events
Queensland

Dates:

3-5 August 2016

Why Brisbane?

CAPA was impressed by the support it received in bringing the summit to Brisbane, with the city's economic development board - Brisbane Marketing - working closely with the Brisbane Airport Corporation and Tourism and Events Queensland to secure the event.

The professionally produced bid document prepared by Brisbane Marketing's Convention Bureau highlighted Brisbane's role as Australia's New World City; host of the 2014 G20 World Leaders Summit and its attractions as a conventions city of world-class standards. It celebrated Brisbane as a major aviation hub for the Asia Pacific region; a point reinforced by the current \$1.3 billion new parallel runway planned for Brisbane Airport.

Brisbane attracts more than one million international visitors annually and is easily accessible by air, with Brisbane Airport receiving direct flights from 28 international and 41 domestic destinations. With a wide range of accommodation options and a compact, walkable city centre, Brisbane provides an easily navigable and cost-effective choice for delegates and event organisers alike.

Furthermore, Queensland's aviation and aerospace industry comprises more than 900 firms that range in size from global corporations to small and medium-sized enterprises. This represents 30 per cent of Australia's total number of aviation and aerospace firms, making Queensland a major hub for the industry in the Asia-Pacific region.

HIGHLIGHTS AND BENEFITS

- * The 4th annual CAPA Australia Pacific Aviation Summit was held in Brisbane for the first time.
- * CAPA is the pre-eminent aviation strategy summit for the region, attracting aviation and travel industry executives from across Australia, New Zealand, Asia and the Pacific.
- * More than 150 speakers discussed topics including safety, training, innovation, customer expectations, digital leadership, future-proofing air services, and growing the region's global tourism brand.

Please contact our team for more information:

choosebrisbane.com.au

tel: +61 7 3006 6200



HIGHLIGHTS AND BENEFITS

- * Attendance topped 634, which is 234 more delegates than expected, resulting in an economic boost of \$1,040,394 for Brisbane.
- * In February 2017, CAPA returned to the city with the CAPA-ACTE Queensland Aviation & Corporate Travel Summit. Attendance grew from less than 50 delegates to 120, which CAPA attributes to increased awareness following the August 2016 summit. CAPA intends to hold an event in Brisbane every February, with a goal to attract more than 200 delegates.
- * The CAPA Australia Pacific Aviation Summit is expected to return to Brisbane in 2018 due to the growth opportunities the city presents.
- * The summit was the perfect precursor to Routes Asia 2018, which is being staged at BCEC 18-20 March 2018 and highlights Brisbane's important role in the growing global travel economy.

Winning bid

Brisbane Marketing and industry partners made a financial contribution to assist in marketing and promotional activities to ensure the 2016 summit was a resounding success.

The Convention Bureau also worked closely with CAPA and industry partners to maximise sponsorship and delegate attendance in the lead-up to the summit.

Special offers tailored specially for CAPA 2016 delegates at Tangalooma Island Resort in pristine Moreton Bay and Spicers Hidden Vale Retreat were designed to help them discover a vibrant, modern Australia city where the sunny climate matches the welcoming nature of the locals.

The verdict

“Bringing airline decision-makers to Brisbane, the CAPA Summit offered the opportunity to showcase our city’s expanding aviation, tourism and travel credentials. Hosting the summit also aligned with our plan to procure new priority direct flights to Brisbane. This successful outcome was a result of a Team Brisbane collaboration involving the Brisbane Convention Bureau and our supporting city partners.”

Rob Nelson,
Brisbane Convention Bureau
General Manager



“BAC was incredibly proud to co-host the CAPA Summit, which provided a unique opportunity to showcase our city and state’s world-class facilities, services and attractions to key decision-makers in the aviation industry. The way local government and business are working together to leverage Brisbane and Queensland on the world stage is one of the key reasons events like this are attracted here.”

Julianne Alroe,
Brisbane Airport Corporation
CEO and Managing Director

Please contact our team for more information:

choosebrisbane.com.au

tel: +61 7 3006 6200