

Sydney welcomes you to be inspired!

Sydney city mixes business with pleasure and culture in its own unique way, sealing its status as a leading global business and tourism hub.

Affectionately referred to as the land 'Down Under', Australia is a direct flight from most major international cities. In fact almost 40 international airlines transport over 700,000 passengers to Sydney each week. Many are overnight flights from the Asian region, which means more days on the ground and even more time to explore.

Endowed with natural beauty, inspiring arts and culture, a dynamic dining scene, exuberant spirit and near-perfect climate, Sydney is one of the world's most unforgettable places to discover. No wonder it has been voted the World's Best City again and again by the Conde Nast Traveller Reader's Choice Awards.

Sydney is Australia's iconic face to the world, home to the World Heritage-listed Sydney Opera House, Sydney Harbour Bridge and Sydney Harbour. The city has the rare talent of combining excellent business facilities with great leisure options, and today attracts the majority of travellers who head to Australia for business.

Sydney is also a leader in international conventions, congress and incentive programs. In fact, Sydney is Australia's top business events destination, and holds the #2 position in the Asia-Pacific region, and is #10 in the world.

The city's combination of world-class infrastructure and venues, expert meeting specialists, breathtaking natural beauty, and an array of fantastic shopping, dining and leisure options has resulted in Sydney hosting many successful large, high-profile events. In 2011, Sydney will have inspired 8,000 Amway China delegates, 2,800 LG Group executives, 600 Honda delegates and 250 Allianz executives.

Thanks to the city's vibrant mix of cultures, every possible taste is catered for.

Sydney's climate is one of its biggest assets and with an abundance of other outstanding natural assets – national parks, botanic gardens, pristine waterways and plenty of green space, there are endless ways to enjoy the outdoors in Sydney after business activities. There is a wide range of leisure pursuits to choose from such as championship golf courses, whale watching cruises in season, scenic coastal walks, surfing and cycling tours.

Sydneysiders love their food and culture, so visiting delegates will find many mouth-watering combinations on the menus, including Sydney's award-winning seafood selection, Chinese delicacies in Australia's large Chinatown district or gourmet dishes in the three Sydney restaurants that made this year's S. Pellegrino World's 50 Best Restaurants list.

And finally, delegates and organisers can rest assured that they needn't be concerned about safety, a recent international Quality of Life Survey, ranked Sydney as the safest Australian city, and the eighth safest city in the world!

**Sydney, a destination that's
guaranteed to inspire!**



BUSINESS EVENTS
SYDNEY

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