

14 May 2019

## **Sydney set to host its largest North American corporate incentive in 2020**

Forever Living Products' crowd of top performers have erupted at the company's 2019 global meeting in Sweden, when the US-based direct selling health and nutrition company announced they will be rewarded with a once-in-a-lifetime trip to Sydney in April 2020.

NSW Minister for Tourism Stuart Ayres said the win was secured by strategic bidding organisation BESydney with the support of the NSW Government and Tourism Australia.

"BESydney estimates the Forever Living Rally 2020 will be worth A\$34 million in direct expenditure to the State as some 7,500 delegates from 161 countries come to Sydney for four days to experience all the city has to offer," Mr Ayres said.

"It is wonderful to see growing interest in incentive trips to Australia from large-scale North American organisations and commend Forever Living's decision to choose Sydney ahead of potential locations closer to home. This shows Sydney's attractive appeal as an international destination and business hub. Congratulations to BESydney for securing this win for the State."

Lyn Lewis-Smith, BESydney CEO, said Sydney's offering and strong track record for success ensures international clients have confidence in Sydney. "Across a range of sectors and regions, we have worked with some of the largest organisations to host unique global events tailored to their specific needs. Working with our partners, Sydney never fails to exceed expectations, even for clients that come back time and time again.

"The city is the ultimate destination to reward and motivate delegates – something the North America is increasingly recognising through the strong relationships we are building in market. Forever Living will leave with fond memories of uniquely Australian experiences to share with their families and friends back home. They will be inspired by Australia's passion, can-do attitude and approach to work and life and hopefully return to Sydney again later with Forever Living Products President Gregg Maughan their family and friends."

On 11 May, announced Sydney for their next global incentive. The launch of the 2020 host destination included a digeridoo performance, Australian montage video and high-energy dancers sporting Australian colours. Australian airline and BESydney Major Partner, Qantas, presented one lucky winner two flights to Australia to kick off the celebrations.

"We chose Sydney because it combines the beauty and culture of Australia with the impressive architecture and infrastructure of a modern city," Mr Maughan said. "We are also excited for the

potential for growth in Australia and the footprint that this momentous event can leave for our local business as well.”

The Forever Living Rally 2020 will take place at International Convention Centre Sydney (ICC Sydney) from 26 April to 3 May 2020.

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## Images and video

- [Video of the Sydney 2020 announcement](#)
- [Forever Living Products President Gregg Maughan announcing Sydney](#)
- [Australian announcement celebrations](#)

## About BESydney

BESydney is the strategic bidding organisation responsible for attracting global meetings to Sydney: local experts with remarkable connections, growing Australia’s international reputation as one of the world’s most business and tech-friendly hosts. Financially supported and backed by the NSW State Government and the private sector, it is a not-for-profit company with a focus on value creation.

## About ICC Sydney

ICC Sydney is Australia’s premier convention, exhibition and entertainment centre and provides world-class event, culinary, technology and audio-visual services provided by its in-house team of passionate professionals. Its harbourside location sits at the heart of the city’s business, finance, innovation and entertainment precincts.