



Make Brisbane a
part of your story

**INCENTIVES
BRISBANE
AUSTRALIA**

Our warmest welcome

choosebrisbane.com.au

Your Brisbane experience begins here



Welcome to Brisbane! We do things a little differently here. So when it came to showcasing our city, we did that a little differently too! The cover artwork was created by a group during one of our team-building adventures. You'll follow their unforgettable Brisbane experience as you explore the brochure. Brisbane boasts an unmatched mix of natural beauty, fine dining, adorable wildlife, city style, culture and adventure. So take your pick from our inspiring itineraries, and make Brisbane a part of your story.



- ☀️ **Morning** Begin with an exclusive behind-the-scenes tour of Brisbane's cultural precinct, accompanied by our expert curators. Here, you'll explore Queensland Museum and The Gallery of Modern Art (GOMA), which has exhibited the likes of Andy Warhol and Valentino.
- ☀️ **Afternoon** It's time for some action! Team up to navigate Brisbane's landmarks in an interactive Amazing Race-style experience, beginning with a creative challenge at the popular BRISBANE sign.
- 🌙 **Evening** Celebrate with a welcome reception at the glamorous 1920s Brisbane City Hall, featuring a special Aboriginal welcome from a local indigenous group.

“So much fun, colour and laughter!
Everyone got into the spirit.”



“Moreton Island was spectacular,
like a paradise. It completely
exceeded my expectations.”





Tangalooma Island Resort


Breathtaking Moreton Island

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 **Morning** Cruise across Moreton Bay to beautiful Tangalooma Island Resort, and begin the day at your leisure. Explore the island on quad bikes, kayak the calm, crystal-clear water, or try to set a Guinness World Record in sandcastle building!

 **Afternoon** Relax into an exclusive waterfront lunch on your own private beach. Dine on an array of fresh prawns, oysters and crab, enjoying picture-perfect views and gentle ocean breezes.

 **Evening** At sunset, the island's world-famous wild bottlenose dolphins gather at the shoreline. For an experience of a lifetime, wade into the water and hand-feed these playful creatures.




“They’re so cute and cuddly! You can smell the eucalyptus in their fur.”

Lone Pine Koala Sanctuary

Adorable Australian wildlife

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-  **Morning** Make your way to Lone Pine Koala Sanctuary on your own private boat. Cuddle a friendly koala, hand-feed kangaroos, marvel at the playful platypus, and enjoy traditional Aussie bush tucker with damper and billy tea.
-  **Afternoon** See Brisbane from the sky. Our iconic Story Bridge is one of only three bridge climbs in the world. Climb its heights at sunset, and pose against the city's glistening lights for a team photo like no other.
-  **Evening** Celebrate our famous country heritage with an exhilarating dinner theatre show at the Australian Outback Spectacular. See Australia's legendary stories come to life with live horse-riding stunts, aerial acrobatics and whip-cracking stockmen.

☀️ **Morning** Take a scenic drive to Kooroomba Lavender Farm and tour the breathtaking lavender fields and vineyards. Sample Kooroomba's exclusive house vintage wine, and famous lavender ice-cream and scones, made fresh at the farm.

☀️ **Afternoon** Spend the afternoon in Brisbane's South Bank, a lush parkland that overlooks the city. Stroll through fresh food markets, get a photo on the unique inner-city beach, and take a leisurely spin on the Wheel of Brisbane – a large ferris wheel with panoramic views of the city.

🌙 **Evening** Host a luxurious black-tie gala at Brisbane's oldest residence, Newstead House. Built in 1846, the grand heritage is surrounded by stunning gardens, and offers classic Australian home verandas, manicured lawns and an elegant courtyard featuring a lily fountain.

“The beauty of the fields and the serenity of the rolling hills just took my breath away.”

“Spicers has such a special character. It was amazing to eat food made from fresh organic ingredients.”



Spicers Hidden Vale



-  **Morning** Experience Australia’s country heritage at the luxury homestead, Spicer’s Hidden Vale – only an hour from the city. Begin exploring this 12,000 acre working farm with a relaxed bushwalk, and pay a visit to the adorable animal nursery.
-  **Afternoon** Choose your own adventure! Head off on a 4WD farm tour, play tennis, relax by the infinity pool, test your skill with laser shooting, or take a scenic helicopter flight and indulge at the spa for the full VIP treatment.
-  **Evening** Homage Restaurant’s Executive Chef will host a roaming degustation to satisfy all palates. Visit the farm’s free-range pigs, tour the smoke house, taste fresh local produce in the market garden, and enjoy a gorgeous al-fresco dinner under the stars.



“Brisbane’s clear night-time skyline is mesmerising. It made the experience unforgettable.”

Sunset cruise, Brisbane

City of luxury

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-  **Morning** Meet Mirrabooka, one of Brisbane’s local indigenous tribes. Hear ancient tales, taste bush foods, discover the medicinal properties of local plants, learn a traditional dance, and paint your very own boomerang.
-  **Afternoon** Take a guided shopping tour of James St, one of Australia’s top fashion destinations. Browse high-end labels, explore exclusive international brands in the new boutique department store, and choose your perfect fragrance after a masterclass at Libertine Parfumerie.
-  **Evening** Finish the day with a cocktail party on your own private yacht. Enjoy canapes as you cruise the Brisbane River, and watch the sun set behind the city. Afterwards, take your pick of our world-class restaurants – award-winning chefs, stunning riverside views or authentic Chinese fare.



Unique Venues Brisbane is brimming with bespoke dining experiences. Host a unique evening in Brisbane's original power station, enjoy dinner on Moreton Island's white sandy beaches, or hold a glamorous function overlooking Queensland's best racecourse.

Eat Street Set on the banks of the Brisbane River, Eat Street brings together a collection of multicultural food stalls and live music under a glittering canopy of fairy lights. Mingle with the crowds or dine in your own private space, as you experience Brisbane's vibrant culinary culture.

Inner City Make a great impression with a meal at one of Brisbane's top restaurants. Taste Australia's best produce in the lush South Bank Parklands, experience an exclusive degustation in the business district's Eagle St, or explore Fortitude Valley's adventurous Asian fusion.



Shopping to suit all

Farmers Markets Join in Brisbane's community spirit at our bustling farmers markets. Once a week, local farmers transform the city centre into a pop-up market, offering everything from fresh produce to locally made honey.

Queen Street Mall Venture to the heart of the city for Queensland's biggest collection of brands and flagship retail stores. From glossy department stores to specialised boutiques, wander through the open-air mall and experience the buzz of Brisbane.

Luxury Brisbane is your destination for high-end shopping. Shop in and around the luxury-lined Edward St for labels like Louis Vuitton, Tiffany & Co, Hermès and Gucci, or head to leafy James St for stylish Australian fashion like Sass & Bide, Camilla and Zimmermann.

10 reasons to choose Brisbane

1 Subtropical climate

With almost 300 days of sunshine every year, Brisbane is Australia's best city for hosting al fresco events and enjoying our famous outdoor lifestyle.

2 Islands

Brisbane is home to two of the world's largest sand islands. Just a short boat trip from the city's coast, you can dine on the beach, tour sand dunes or hand-feed wild dolphins.

3 Shopping

With a beautiful range of Australian and international labels, shop the city's luxury flagship stores, or browse stylish, fashion-forward boutiques.

4 Fresh food

Rich soil, abundant grazing land and a pristine bay give Brisbane access to some of the world's freshest produce – including beef, prawns and our famous Moreton Bay Bugs.

5 Great outdoors

Brisbane is Australia's most biodiverse capital and surrounded by natural beauty. Walk through rainforest-covered mountains, explore heritage-listed bushland, cruise the river, or marvel at a waterfall.

6 Friendly, safe and clean

Well known for our friendly locals, Brisbane is one of the world's safest and cleanest cities. Step off the plane and feel instantly welcomed by our smiling locals and fresh air.

7 Wildlife

Kangaroos, dolphins, cockatoos and whales – Brisbane has a wealth of iconic Australian animal experiences. And it's one of only a few places in the country where you can cuddle a koala.

8 Indigenous culture

Come to Brisbane to meet local Aboriginal people, experience the rich cultural heritage, and be moved by the haunting sounds of the didgeridoo.

9 Asia Pacific business hub

With some of Asia Pacific's top businesses headquartered in Brisbane, the city is a great place to network.

10 On our doorstep

Centrally located, Brisbane is the best-positioned city to explore Australia's big attractions, including the Great Barrier Reef, the Daintree Rainforest, coastal beaches and famous theme parks.

“Brisbane has all the benefits of a big city, but is still warm and welcoming. You won't want to leave!”



brisbane
CONVENTION
BUREAU



brisbane
australia's new world city



choosebrisbane.com.au