



encore[™]
EVENTS THAT TRANSFORM



Elevating Travel & Tourism Through Exceptional Events

Where Experience Drives Engagement

In the travel and tourism industry, events are more than just gatherings, they are catalysts for inspiration, connection, and recognition. From global conferences and incentive trips to high-profile awards nights, Encore delivers immersive experiences that reflect the dynamism and creativity of the sector.

Whether it's a multi-stream industry conference, a luxury incentive program, or a gala awards celebration, Encore's end-to-end event production ensures every detail is executed with technical mastery and creative flair.

Conferences & Industry Summits

Connecting Tourism Leaders and Innovators

Conferences are the heartbeat of the travel and tourism industry, bringing together stakeholders from across the globe to share insights, launch initiatives, and shape the future of travel. Encore supports these events with robust AV solutions, secure hybrid streaming, and interactive tools for Q&A, polling, and live translation - ensuring every delegate, whether in-person or remote, is engaged and empowered to participate.

Encore's expertise spans large-scale conventions, destination showcases, and strategic planning forums. Our teams coordinate breakout sessions, manage complex agendas, and deliver seamless communication across multiple platforms, enabling tourism professionals to collaborate and innovate without boundaries.



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Incentive Events

Rewarding Excellence, Inspiring Performance

Incentive events are a cornerstone of the travel sector, designed to reward achievement and motivate teams. Encore crafts bespoke experiences that blend luxury, adventure, and recognition; whether it's a tropical island retreat, a city-wide treasure hunt, or an exclusive gala dinner.

Our services include immersive theming, creative staging, and dynamic multimedia content that celebrates success and fosters lasting memories. With a deep understanding of the logistics and expectations unique to incentive travel, Encore ensures every moment is memorable, from arrival to farewell.



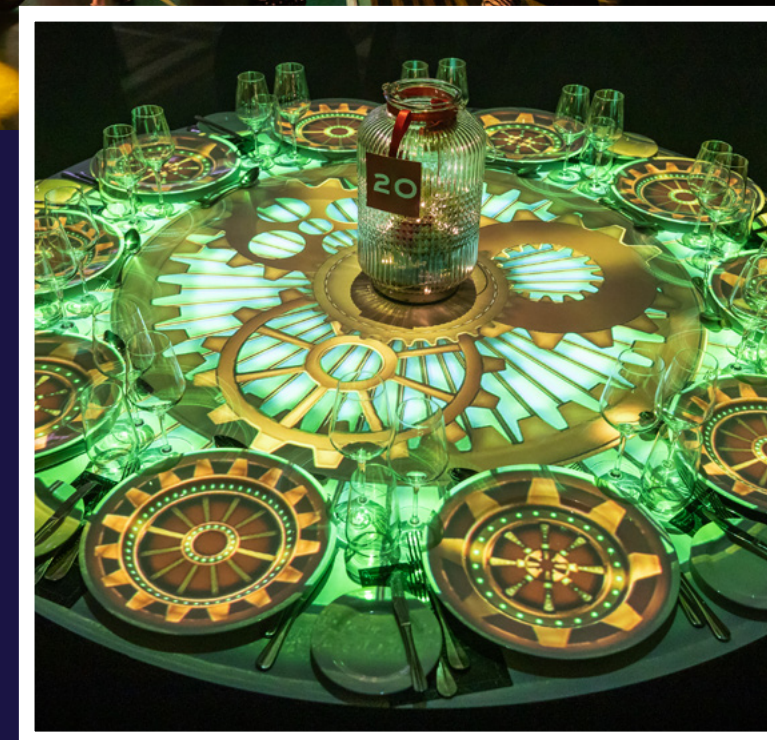
Awards & Recognition Nights

Celebrating Industry Leaders and Achievements

Awards events in travel and tourism are high-impact occasions that honour excellence and set new benchmarks for the industry. Encore delivers show-stopping productions with cinematic lighting, custom stage design, and live entertainment that elevate the prestige of every award presented.

Our team manages every aspect, from red carpet arrivals and branded digital content to live streaming for global audiences, ensuring the celebration resonates with both attendees and the wider industry.





Content Creation & Digital Engagement

Bringing Tourism Events to Life

Encore's in-house creative team produces compelling multimedia assets for travel and tourism events, including promotional videos, event branding, highlight reels, and social media content. We collaborate closely with clients to ensure every piece of content aligns with the event's objectives and the brand's identity, enhancing engagement before, during, and after the event.

Hybrid & Virtual Solutions

Expanding Reach, Enhancing Participation

With the rise of hybrid and virtual events, Encore enables tourism organisations to connect with audiences worldwide. Our secure streaming platforms, interactive features, and multilingual support ensure that every participant - wherever they are - can experience the event in real time. This is especially valuable for international conferences, global incentive launches, and industry awards with a diverse audience.



Why Travel & Tourism Organisations Choose Encore

Proven expertise: Trusted by leading brands such as Flight Centre, Tourism Australia, and major hotel groups for their most important events.

Technical excellence: Flawless AV, seamless live feeds, and immersive visuals are standard in every production.

Creative innovation: Our event design, staging, and storytelling transform tourism events into unforgettable experiences.

End-to-end solutions: Logistics, AV, content production, and audience engagement - all managed by one experienced partner.

Encore's commitment to the travel and tourism industry is reflected in our long-standing partnerships and award-winning productions. From global summits to exclusive incentives, we deliver events that inspire, connect, and celebrate the best of travel.

Questions and enquiries

Connect with us and discuss your event needs
info@encore-anzpac.com





Destination Australia Conference

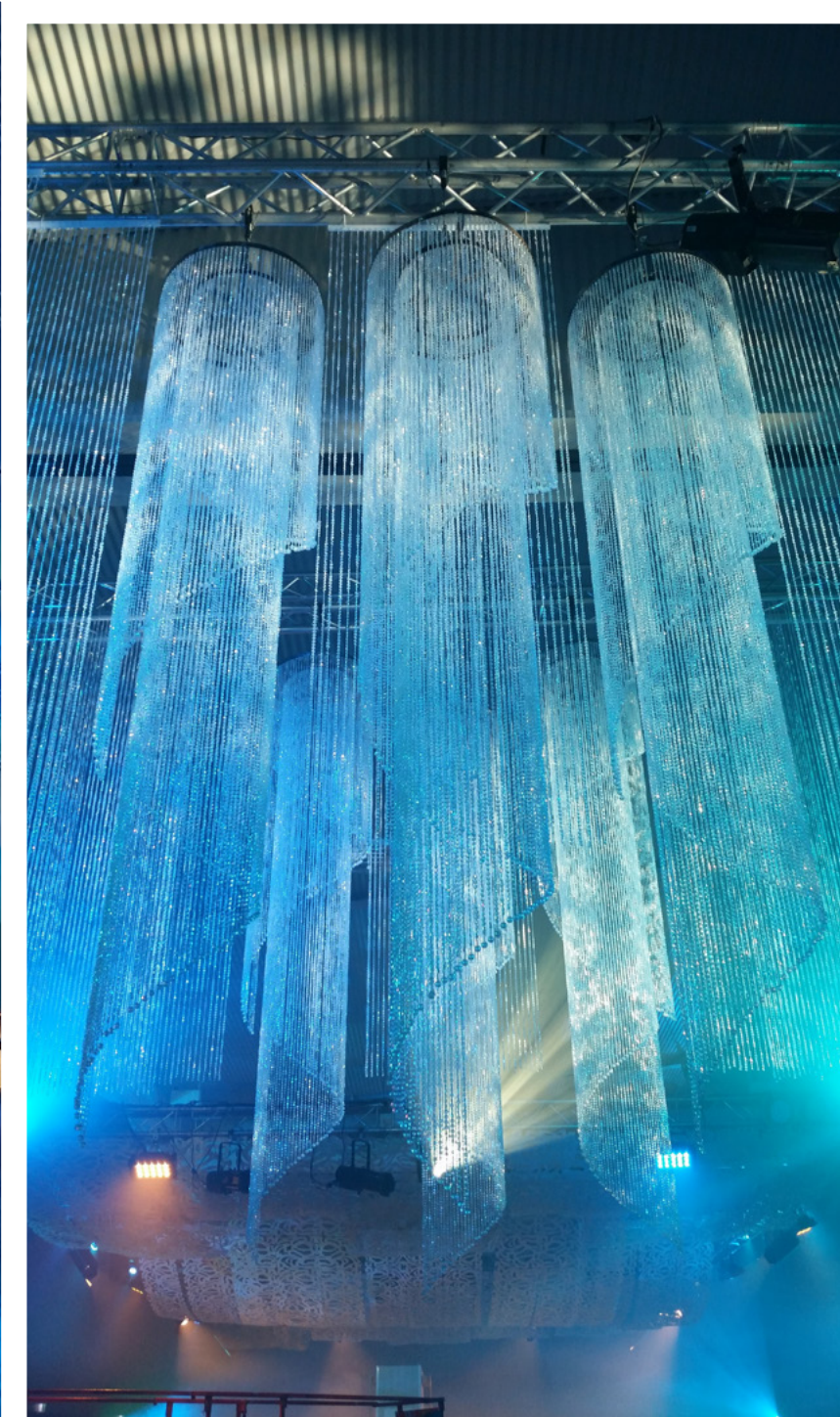
Encore partnered with Tourism Australia to elevate the Destination Australia Conference, showcasing Australia as a premier destination for international delegates. The event integrated high-quality content, digital engagement tools, renowned speakers, and immersive AV production to highlight Australia's appeal. Encore's delivery emphasised networking opportunities and cultural experiences, aligning with Tourism Australia's research on delegate motivations. The conference leveraged world-class venues and infrastructure, reinforcing Australia's reputation for safe, reliable, and memorable events. The success of the conference contributed to Tourism Australia's goal of increasing overnight visitor spend and positioned Encore as a leader in destination-driven event experiences.





Flight Centre Retail Ball

Flight Centre's annual NSW retail ball at Luna Park's Big Top was a spectacular celebration of achievement and team spirit. Over 1,500 guests were treated to a high-energy evening featuring live entertainment, dynamic stage performances, and immersive visual effects. Encore Event Technologies delivered a seamless production, transforming the venue into a vibrant carnival atmosphere with creative lighting, custom projections, and supersized screens. The event's flawless execution kept the audience engaged from start to finish, making it a night to remember and setting a new benchmark for large-scale industry celebrations in the travel and tourism sector.



Australian Tourism Exchange

Encore transformed the Gold Coast Event Centre into a captivating coastal escape for the Australian Tourism Exchange Welcome Event. Partnering with cievents, they brought Tourism Australia's beach campaign to life through immersive AV, multimedia, and styling. Guests entered a vibrant beachscape featuring sand, LED screens, a DJ hut, and custom food stations. Wave-inspired ceiling panels and dynamic lighting created an underwater vibe, while a massive blend screen displayed live interviews and scenic visuals. With 80 lighting fixtures and seamless tech coordination across monitors and entry screens, Encore delivered a visually stunning experience that celebrated Australia's coastal spirit and encouraged meaningful connections.



Virtuoso Emerald City Gala



Encore delivered a breathtaking immersive experience for Virtuoso, the luxury tourism company renowned for selecting a host city each year to spotlight its premier travel offerings. For Melbourne, the theme “Welcome to the Emerald City” transformed the Palladium Ballroom into a theatrical dreamscape.

Guests were treated to one of Australia’s largest table projection mapping experiences, with 55 bespoke animated designs illuminating each plate with spinning emerald clusters, art deco motifs, and clockwork visuals.

The venue shimmered with emerald drapery, green and gold lighting, and ruby red slippers suspended from chandeliers.

A projected yellow-brick road led to the main stage, where performers in authentic Wicked – The Musical costumes added dramatic flair.

Four towering LED screens dubbed the “Crown Tower” displayed evolving city skylines and custom animations. As each course was served, the lighting and projections shifted to reflect Melbourne, Perth, and Sydney, creating a dynamic, multi-sensory journey. Encore’s meticulous production and creative direction delivered a show-stopping event that celebrated Australia’s tourism excellence in spectacular style.



Ready to connect?
Enquire here!