



MEDIA RELEASE

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Townsville for sale at ATE

Townsville Enterprise led a delegation from the local tourism industry to Perth last week for the Australian Tourism Exchange (ATE). Representatives from Sunferries, Sunsea Travel, Jupiters Townsville and Reef HQ showcased North Queensland region as a vibrant tourism destination.

As the largest tourism trade event in the southern hemisphere, ATE continues to be an important opportunity for Townsville in creating trade partnerships in selling Queensland product overseas. At ATE 2008 around 1,700 Australian delegates from 630 companies met with 600 key buyers from more than 40 countries. ATE is a forum for Australian tourism sellers to showcase their products to the global distribution network and negotiate deals.

Townsville Enterprise scheduled 38 appointments with tourism industry and trade from the Western hemisphere, to promote North Queensland region, the Great Tropical Drive and new tourism developments happening in the industry.

Destination Marketing and Development General Manager Brent Randall said ATE is the most effective way for North Queensland tourism businesses to meet with influential international tourism buyers.

"These key contacts are crucial to the future success of the region's inbound tourism. There is continued interest of the North Queensland region from potential buyers of the UK, Europe and New Zealand. We also met with representatives from Tourism Queensland, Tourism Australia, to provide updates on the region and to generate new development and promotional opportunities."

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Sunferries Assistant Marketing Manager Chris Morris found ATE to be invaluable for Sunferries and the region as a whole.

"This event plays a pivotal role in shaping our business and region for the future. Both the event and our appointments with international buyers were of high quality and there was a genuine interest in what we had to offer both through our ferry operation - Sunferries, Magnetic Island, our reef operation - Sunsea Cruises and our travel desk - Sunsea Travel.

"ATE provided our company with the opportunity to showcase our products and services and form key relationships with industry partners. It has connected our company with the key players from around the world, these being the major inbound tour operators and wholesalers. We are committed to marketing our company and region internationally and attending ATE has allowed

us to increase the distribution of our products and services through the domestic and international tourism distribution systems.”

Jupiters Townsville Sales Manager Fiona McManimm said Europe, UK and New Zealand showed strong interest in the region.

“ATE was informative and valuable in the sense that there was a wide scope of buyers who were interested in the Townsville region. From a hotel perspective there was a great deal of interest in Jupiters Townsville and the fact that the property is committed to an exciting refurbishment project. These buyers expressed a keen interest of being kept updated and informed of the project as this will see Jupiters Townsville as venue or as some said, “its own destination: it will be more than just a place to stay”. Combined with the fact that we are also working towards becoming a 5 star property it is another reason to keep it on the forefront of their minds.”

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For more information contact Therese Toy on (07) 4726 2759

Sunferries Assistant Marketing Manager Chris Morris (07) 4726 0800

Jupiters Townsville Sales Manager Fiona McManimm (07) 4722 2217