



MEDIA RELEASE

Issued Thursday, 5 June 2008

Locals urged to hit the canvas

Townsville continues to shine as a business events destination with the Australian Canvas and Synthetic Products Association (ACASPA) holding their national expo and convention in the city this weekend.

The expo and convention begins this Saturday and will run over four days at the Townsville Entertainment and Convention Centre and various other venues around town. Townsville is expected to host 200 national delegates, with many expected to bring families and extend their stay to explore the region.

The ACASPA expo and convention is the direct result from a successful Townsville Enterprise Convention Bureau bid in 2006. Local business Beehive Vinyl Products Manager Sean Kerlin, who works closely with the association, says the bid put together by Townsville Enterprise was the best bid put forward.

“The Convention Bureau bid as well as the good weather for this time of year won the bid for the city. This is the first time ACASPA has had their national convention outside of a capital city area which is a big plus for Townsville and a great opportunity for people within the industry in North Queensland to visit the expo in their own backyard. It is also the first time they have hired a convention centre for the expo, with ACASPA utilising the Townsville Entertainment and Convention Centre along with Jupiters Townsville,” Mr Kerlin said.

“Approximately 200 delegates have registered for the expo and convention, with a lot of delegates staying on after the convention for an extended holiday to see our attractions. A majority of the delegates are from southern states so they will really enjoy our warmer weather.”

Townsville Enterprise General Manager Destination Marketing and Development Brent Randall said this is a great win for the region with delegate expenditure estimated at \$336,000 for this convention.

“The Convention Bureau promotes Townsville and North Queensland as the premier destination for conferences and business events. The region has a variety of product, great venues, facilities and staff to cater for business events in the region and this compliments leisure tourism with delegates often taking up pre and post touring options.”

The 2008 ACASPA Expo Convention and Trade Exhibition begins Saturday 7 June and runs until Tuesday 10 June.

Current spend conference delegates bring to the region are:

International delegates \$637 per person per day

National delegates \$420 per person per day

State delegates \$363 per person per day

Regional delegates \$100 per person per day

Source: AACB – Australian Association of Convention Bureaux

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For more information on Townsville Enterprise Convention Bureau visit www.townsvilleonline.com.au/conventions

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