



*Promoting North Queensland*

Townsville Enterprise

## **MEDIA RELEASE**

**Issued Tuesday, 8 July 2008**

### **Townsville wins Higher Education Conference**

The Pacific Rim First Year in Higher Education Conference is coming to Townsville. The conference will be held in 2009 and will run over 3 days from 29 June to 1 July. The city should expect up to 250 national delegates with an estimated delegate expenditure of \$315,000 for this conference.

The Pacific Rim First Year in Higher Education Conference is a direct result from Townsville Enterprise Convention Bureau's annual buyer famil held in May 2008, and dates back even further as a bid lead from the Think Townsville Campaign launched October 2007.

Queensland University of Technology Senior Events Manager Jason Thomas was pleased to announce that the conference would be held in Townsville.

"We have selected Rydges Southbank as the host venue and will obviously utilise the functionality of all the other accommodation venues within the precinct."

"A big thank you to Townsville Enterprise Convention Bureau and all participants for the exceptional famil run a few months ago. As a result of my attendance on the famil, I was able to make a much more informed decision of selecting Townsville for the conference, and have some great ideas for the social aspect of the event."

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall welcomed the announcement of the conference to Townsville.

"The Convention Bureau brought several key Professional Conference Organisers to Townsville in May on the Annual Buyer Famil to visit the city's facilities, accommodation and attractions. From this visit, we have now secured a great win for the region with this conference confirmed for 2009."

"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.”

Rydges Southbank Director of Sales Dawn Gleeson is very happy with confirmation as the host venue for the 2009 Pacific Rim First Year in Higher Education Conference.

“Townsville Enterprise Convention Bureau has done an excellent job of promoting the destination and its members, specifically with the Think Townsville Campaign and the recent buyer famil which resulted in this win for Rydges Southbank.”

“This specific conference will bring approximately \$75,000 revenue to us, not to mention the flow on effects to the rest of the Townsville community. Wins like this highlight the importance of having an active convention bureau and all businesses in Townsville should be encouraged to become involved with this great organisation to bring more money to their bottom line.”

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

## **ENDS**

For more information on Townsville Enterprise Convention Bureau visit [www.townsvilleonline.com.au/conventions](http://www.townsvilleonline.com.au/conventions)

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