



MEDIA RELEASE

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Good times to keep rolling

The New Year is shaping up to be a busy one for the Townsville Convention Bureau. With seven business events confirmed for the year, and potential for more on the way, the Bureau will be looking to build on its share of the Business Events market.

Queensland Business Events Survey draft results for the 06/07 period show the region's share of the market increasing at a massive rate. The survey's scope includes meetings of more than 15 delegates involving an overnight stay. North Queensland hosted 198 meetings (28.57% growth) with 14,410 delegates (29.78% growth) staying 42,326 days (30.85% growth) in the period.

The Bureau has a busy schedule of activities to continue this growth.

They will attend the Asia-Pacific Incentives and Meetings Expo (AIME) in February with representatives from the Mercure Inn, Townsville Entertainment & Convention Centre, Jupiters, Rydges Southbank, and Sunferries.

This will be followed by the annual four day Buyer Famil, which features interested professional conference organisers (PCOs) who will experience an overview of the region's business events capabilities.

This year the Buyer famil will be followed by a Think Townsville Buyer famil featuring national executives and conference organisers identified through the Think Townsville Campaign – including time with the local host organisation.

Convention Bureau Manager Julie Caspani said the year is shaping up to be a big year for business events.

“We will be welcoming a number of delegates from major business events to the city next year – including up to 5,000 motorbike enthusiasts who'll descend on the city for the Ulysses AGM. We're excited about the number of people who will be getting a taste of North Queensland life this year while attending an event.”

“We’ve got a number of initiatives underway to continue the growth we’re seeing in business event numbers. We will also be continuing to take part in our regular activities – we expect our growth continue.”

“Think Townsville will be running again this year – encouraging locals to consider what events they can bring to the region. We still have a number of leads from the last campaign that we’re following up and hoping to convert to new business for the region.”

ENDS

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