



MEDIA RELEASE

Issued Monday, 19 May 2008

North Queensland on show

Townsville Enterprise Convention Bureau will host 11 Professional Conference Organisers on familiarisation of Townsville and Magnetic Island this week.

The Professional Conference Organisers will arrive in town on Wednesday and over 4 days will participate in various site inspections of local accommodation, attractions and conference venues.

During their visit the participants will take part in site inspections of Mercure Inn Townsville, Billabong Sanctuary, Picnic Bay Surf Lifesaving Club, Hotel Ibis, The Cultural Centre, Reef HQ with catering by Roux Blond, Seagulls Resort, Townsville Riverway, Rydges Southbank, Jupiters Townsville, transfers to Magnetic Island with Sunferries, tour of Magnetic Island with Magnetic Island Bus Services, Peppers Blue on Blue, Townsville Entertainment and Convention Centre and the Watermark Restaurant.

The Professional Conference Organisers will be arriving from Sydney, Melbourne and Brisbane. Two of these organisers for AUSTAFE Conference 2009 and Pacific Rim First Year in Higher Education Conference 2009 are a direct result from the Townsville Enterprise Think Townsville Campaign launched October 2007.

Townsville Enterprise General Manager Destination Marketing and Development Brent Randall said the driving force behind the famil is continuing to create awareness of the region and product.

"The Annual Buyer Famil allows our Business Events members to showcase their Business Event capabilities to these Professional Conference Organisers," Mr Randall said.

"Townsville and North Queensland have a lot to offer and this is the opportunity for these professional conference organisers to potentially bring future business to our region. Business events into the region compliments leisure tourism with delegates often taking up pre and post touring options."

Conference delegates spend brought 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

Photo opportunities available

When: 2.00pm Wednesday 21st May

Where: Billabong Sanctuary, Bruce Highway, Townsville

For more information on Townsville Enterprise Convention Bureau visit

www.townsvilleonline.com.au/conventions

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