



## **MEDIA RELEASE**

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### **Townsville Convention Bureau AIME for success**

Townsville Enterprise along with five local operators will be heading to Melbourne next week to showcase Townsville as a top business event destination at the Asia-Pacific Incentive and Meetings Expo (AIME).

The Townsville Convention Bureau, Hinchinbrook Marine Cove, Jupiters Townsville, Mercure Inn Townsville, Rydges Southbank and Sunferries will spend two days at AIME, the most important event on the business events industry's calendar.

The group will attend 90 prescheduled appointments with those who have expressed interest in meeting with Townsville representatives. These appointments are with various Professional Conference Organisers, Associations, Institutes, and other agencies and there will also be other informal meeting opportunities through networking functions.

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall says this is the perfect opportunity for local business to sell their products with the destination, meet overseas contacts and negotiate deals for future business to the region.

"The Convention Bureau is dedicated to promoting Townsville as an attractive and competitive destination for incentives, corporate meetings and national conferences. We are pleased to have a great mix of products coming along to reinforce the message that Townsville is a great place to host a business event."

"AIME is a great opportunity to identify additional opportunities that can bring more business events to Townsville, with more than 2600 buyers expected to attend."

"Following AIME we plan to bring representatives from up to ten different groups who are seriously considering holding an event in Townsville on a familiarisation of the region, so they can experience the city, products and services. From this

our goal is to secure future business events, which ultimately is what we're chasing for the region."

Jupiters Townsville Sales Manager Fiona McManimm said attending AIME keeps her in touch with what's happening within the business events sector in the southern corporate markets.

"Representing Townsville helps promote the city as a vibrant destination, allows us to secure qualified business and also gives us the opportunity to update key industry contacts on business event capabilities available at the hotel. We can influence those key decision makers that Townsville has what they need to hold their business events here. We see this as a good branding exercise for Jupiters Townsville."

AIME 2009 will be held on the 17<sup>th</sup> and 18<sup>th</sup> of February in Melbourne.

**ENDS**

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