



MEDIA RELEASE

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Conference organisers storm the city

Eight professional conference organisers are taking a whirlwind tour of the city of Townsville as they consider holding future events in North Queensland.

The group is in town as guests of the Townsville Enterprise Convention Bureau – taking part in its annual familiarisation tour of the region’s conference and event facilities.

Their itinerary includes stops at meeting rooms, conference facilities, dinner venues, attractions and accommodation providers and is aimed to showcase the region’s business events capabilities. The program includes a trip to Magnetic Island and briefings from regional operators.

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall said the region is coming of age as a business event destination and these conference organisers have all expressed interest in bringing business to North Queensland.

“For the last few years Townsville’s growth rates have been faster than the state average both in business events held, and visitors coming to town for business events.”

“Business Events are a lucrative market – and this opportunity to bring new business events and visitors to the city comes at a time where tourism futures are uncertain and our operators are facing new and different challenges.”

“The benefits of business events are far reaching, when we had the 3,500 Ulysses Motorcycle Club members in town last year for their AGM the whole business community benefited – these events are similar, just on a slightly smaller scale.”

“All eight of our visiting familiarisation delegates have expressed a strong interest in bringing specific business to the city and they were chosen on the basis that we think it’s highly likely that they’ll do so.”

ENDS

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