



MEDIA RELEASE

Issued Friday, 20 February 2009

Region AIMEs up

North Queensland's business events credentials were on show for all to see at the Asia Pacific Incentives and Meetings Expo (AIME) in Melbourne this week.

The North Queensland delegation, led by Townsville Enterprise, was urging professional conference organisers and companies staging high profile events to think Townsville.

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall said AIME is the business events industry's biggest tradeshow, and the region has a lot to offer to the Business Events market.

"Business Events is one of the most lucrative tourism markets. It's an area we're really keen to see growth in this year."

"Business Events organisers around Australia are considering the impact of the broader economic scene – they're looking at domestic destinations where previously they may have taken their events overseas."

"The Business Event traveler is less price sensitive than a leisure visitor. They're traveling for a purpose – and often on a company expense account."

"AIME is the industry's biggest event. It's where contacts are made. We hold meetings with people interested in coming to Townsville. People meet us by appointment. So it's a great way to create business for North Queensland."

"We think there's a great case for holding events in the region. We have a range of operators who are well equipped to help stage innovative and unique events, with a bit of wow factor, in a cost effective way."

"The addition of new flight routes creating new direct links with Canberra, Rockhampton and the Gold Coast have created a real buzz in the events industry," Mr Randall said.

Townsville Enterprise was joined on the ground by operators from around the region including the Mercure Inn, Rydges Southbank, Hinchinbrook Marine Cove, Sunferries, and Jupiters Townsville Hotel and Casino.

Townsville Enterprise met with 28 interested conference organisers – and had to turn away a further 79 who are now being followed up.

“There was an incredible level of interest shown in the region. Our next step is to sift through these interested parties and bring some of them up here to see the region first hand.”

“We’re hopeful of securing some major business events for the region – bringing in much needed revenue for tourism operators, retailers and restaurants in the region who are looking at a potentially tough year.”

ENDS

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