



## **MEDIA RELEASE**

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### **ATEC's message for Townsville tourism**

Townsville has been home to some of the leading lights of the national tourism industry this week with an Australian Tourism Export Council board meeting bringing members of the peak national body to North Queensland.

ATEC arrived here on Monday for two days of meetings following an invitation from Townsville Enterprise to host a meeting in Townsville.

ATEC is the peak industry body representing the \$24 billion export tourism sector. It focuses on providing business-to-business opportunities for its members, working with the Australian tourism industry to bring more visitors into the country, and helping develop and educate member businesses to improve service standards.

Townsville Enterprise will use the opportunity to introduce the members of the ATEC board, a mix of representatives from the international market, state tourism bodies and tourism operators to North Queensland.

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall said bringing the group to the region gives the board the opportunity to experience Townsville's growth first hand.

"Many of these board members have not been to Townsville and the North Queensland Region for sometime and were unaware of the strong growth that has occurred in the Tourism sector and that is on the drawing board. It is a great opportunity for us to show that Townsville is maturing as an international tourism destination."

"Having this first hand experience will hopefully put Townsville on the radar of these powerful and influential people within the tourism industry."

"They've spent the last two days meeting and discussing ATEC business – and tomorrow we'll be taking them round the city – to see the proposed Ocean

Terminal site, to go for a lap of the proposed V8 track in the tour bus and to experience the Great Barrier Reef at ReefHQ.”

“We want them to leave with a firm picture of Townsville as an international ready destination in their mind. And we want to press the growth that’s yet to occur in the region to make sure they’re pushing Townsville’s case when conducting forward planning with ITOs and cruise ship companies.”

ATEC Managing Director Matt Hingerty said that promoting regional destinations was one of ATEC’s most important functions, and that the Board was keen to see what Townsville’s tourist sector had to offer.

“Townsville is an incredible exciting tourist destination right now,” Mr Hingerty said. “Not only have hundreds of new hotel rooms opened recently, there is lots of new tourism product in the pipeline to go along with it.”

“Townsville’s tourism sector is set to boom in coming years, and ATEC is keen to use its established business contacts and do anything it can to help local tourism businesses prosper.”

**ENDS**

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