

## MEDIA RELEASE

Date: Tuesday 25 August 2009

Page 1 of 1

### **BUSINESS EVENTS CAIRNS & GREAT BARRIER REEF IS BORN**

At a packed event in Cairns this morning the tourism community welcomed the renaming of the business tourism marketing division of Tourism Tropical North Queensland as **Business Events Cairns & Great Barrier Reef**.

Statistics show that meetings and corporate events earn \$90m for Cairns & Great Barrier Reef region each year, and a further \$330m indirectly. Conferences also demonstrate the expertise of the city and region, and allow further opportunities to attract global and national business leaders and investment decision-makers who would otherwise not come to the destination.

At the same event the **2009/10 Meeting and Incentive Planners' Guide**, with a myriad of fresh new elements, was launched by Steve Wettenhall Parliamentary Secretary for Tourism in Queensland. Four thousand copies will be distributed **globally to event planners and at key tradeshow**s.

Marketing initiatives by Business Events Cairns & Great Barrier Reef (formerly Cairns & Region Convention Bureau), attract and convert meetings and corporate events for the region.

CEO of Tourism Tropical North Queensland, Rob Giason said "Our Business Events unit is working very aggressively chasing more leads for conferences, meetings and incentives from all segments - government, corporate, and associations of industry professionals. The planner supported by a new website in the development stage, will be used to spearhead this domestic and international push."

Rob Giason also announced the appointment of Anne-Marie Coulton after a global search for a new Director Business Events. Anne-Marie has convention and exhibition experience nationally and internationally including most recently the Sunshine Coast.

Copies of the 2009/10 Meeting and Incentive Planners' Guide in both English and Simplified Chinese are available from Business Events Cairns & Great Barrier Reef, ph 07 4015 1218  
[amba.thistlethwaite@tnq.org.au](mailto:amba.thistlethwaite@tnq.org.au)

ENDS

**For more information, contact:**

**Johanne Flynn** [johanne.flynn@tnq.org.au](mailto:johanne.flynn@tnq.org.au)

Business Events Cairns & Great Barrier Reef

Ph: 07 4015 1221 | Fax: 07 4051 0127 |

51 The Esplanade, Cairns 4870 | PO Box 865 Cairns Qld 4870

[www.businesseventscairns.org.au](http://www.businesseventscairns.org.au)