

23 June 2010

## **TOURISM BODIES JOIN FORCES TO BOOST BUSINESS TRAVEL TO QUEENSLAND**

Tourism Whitsundays and Brisbane Marketing have joined forces with Tourism Australia in a bid to stimulate short-lead business travel to Queensland, by rolling out a corporate educational and a series of delegate boosting activities for selected trade conferences.

The Whitsundays tourism body played host to 10 corporate decision makers from NSW from 17-20 June, showcasing the tropical north's newest business event product and incentive offerings in an educational designed to bring up to \$500,000 of new business to the region.

The project is the latest to be rolled out as part of a \$2 million partnership between Tourism Australia and the business events sector to increase business event delegate numbers nationwide. The partnership was announced by the Minister for Resources, Energy and Tourism, the Hon Martin Ferguson AM MP in January 2010

In an action-packed four days, attendees of the Whitsundays educational sampled accommodation at Daydream Island, Hamilton Island and Hayman Island, experienced team building and incentive offerings from Fantasea Adventure Cruising, Cruise Indigo, Sunsail Yacht Charters and Ocean Dynamics, took a scenic seaplane flight to Whitehaven Beach and explored the wonders of the Great Barrier Reef.

Tourism Whitsundays' Business Tourism Manager, Leisa Anderson said the educational would strengthen the Whitsundays' position as one of Australia's top business event and incentive destinations.

"Sending images to event planners is one thing, but allowing them to touch the fine sands of Whitehaven, smell the ocean air and see that bright blue water for themselves is always a more successful approach," said Ms Anderson.

"We're certain the educational attendees, who have a potential \$500,000 of business to bring to the region, took away confidence that the meeting facilities and multitude of activities available in the Whitsundays will offer their delegates not just an event but also a lifelong memory."

In addition to partnering with Tourism Australia for a special "green themed" famil, Brisbane Marketing is using its share of Tourism Australia's \$2 million in funding to develop and implement targeted delegate boosting initiatives, from advertising to the procurement of drawcard speakers, to increase attendance at 11 key conferences taking place in Brisbane from May 2010 – September 2011.

Activities are being carried out in partnership with conference organisers for a range of events including the Australian Petroleum Production and Exploration Association Conference and Exhibition 2010 (APPEA); CDU 2010 – Cruise Down Under Conference and AGM; and 6<sup>th</sup> National Homelessness Conference 2010.

Brisbane Marketing Director, Convention Bureau, Annabel Sullivan said delegate boosting activities had become increasingly important in the wake of the global financial crisis.

# News Release



“Brisbane Marketing has always had a strong commitment to supporting our conference clients right to the end of their event and these funds give us the chance to help our clients in a very tangible and meaningful way,” said Ms Sullivan.

Tourism Australia will assist in rolling out 15 cooperative marketing projects with the business events industry in 2010, as part of its commitment to boosting the business events sector and stimulating short-term business travel in Australia.

For more information on Tourism Australia’s business events activity, visit:  
[www.businesseventsaustralia.com](http://www.businesseventsaustralia.com)

**ends**

For further information or images contact:

Erin Huckle  
Avviso-Pinque  
02 9368 7277 / 0432 977 529  
[erinh@avviso.com.au](mailto:erinh@avviso.com.au)

Kim Moore  
Tourism Australia  
02 9361 1306 / 0419 165 562  
[kmoore@tourism.australia.com](mailto:kmoore@tourism.australia.com)

## **ABOUT BUSINESS EVENTS AUSTRALIA**

Business Events Australia (BEA) is a specialist unit within Tourism Australia responsible for promoting Australia through the development of global trade marketing initiatives as a sustainable destination for corporate meetings, incentives, association conferences or conventions and exhibitions. Business Events Australia undertakes a broad range of activities designed to introduce international buyers to Australian sellers in a business environment. Business Events Australia’s head office is located in Sydney with specialist teams located in key markets including Hong Kong, Japan, New Zealand, UK and the US.