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Convention Centre Generates \$72 million for Cairns Economy

Conferences at the Cairns Convention Centre contributed \$72 million directly to the region's economy in 2007.

The General Manager of the Cairns Convention Centre Ross Steele said research undertaken by Cummings Economics showed average international delegate expenditure is \$4,897 and national delegate expenditure is \$4,859. This is around 4 to 5 times more than leisure visitor spending on holidays in the region.

High profile events such as the World Sleep Congress, APEC Ministers Responsible for Trade Meeting and the International Society for Stem Cell Research attracted significant world attention and over 5,000 delegates.

Mr Steele said that 31% of delegates come to conferences at the Centre with accompanying partners and 71% of international delegates and 55% of national delegates undertake pre and post touring in addition to their conference stay. This extra activity helped to generate over 135,000 room nights for the region's hotels and resorts.

"The continued growth and prosperity of the city has enhanced Cairns' reputation as a serious meetings destination during the past year with at least eight of our conventions attracting over 1000 delegates and organisers reporting record attendance and registrations".

"Despite increasing global competition for this most lucrative of visitor segments our marketing efforts have also delivered strong results for future years," Mr Steele said.

Recent bids won by the Centre include:-

- .. The International Conference on Atomic Physics, 2010, 1000 delegates
- .. 18th World Congress of the International Association for Mathematics and Computers in Simulation, 2009, 1000 delegates
- .. 43rd International Congress of the International Society for Applied Ethology, 2009, 500 delegates
- .. Renal Society of Australasia National Conference, 2010, 1200 delegates
- .. Stroke Society of Australia Annual Scientific Meeting, 2009, 400 delegates
- .. International Conference on Statistical Physics, 2010, 1200 delegates
- .. Asia Pacific Weed Science Society Conference, 2011, 500 delegates
- .. International Congress on Ionic Fluids, 2009, 500 delegates

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