

04/06/07

Drumming Up Future Convention Business for Cairns

Over 300 key convention decision makers and professional conference organisers based in Melbourne, Sydney, Canberra and Brisbane are now convinced that Cairns is the ideal place to do "Serious Business in Australia's Most Stunning Location."

14 Cairns based operators representing accommodation, reef cruises, tours, attractions, exhibition boothing and event management companies joined forces with the Cairns Convention Centre to collectively promote the benefits of holding major national and international conventions in the region.

The tradeshow is coordinated annually by the Cairns Convention Centre and is widely acknowledged as one of the conference industry's premier destination marketing initiatives.

The International Society for Microbial Ecology (ISME) will hold their international conference in August next year and ISME International Board member Professor Linda Blackall said the Cairns Convention Centre Tradeshow is a tremendous idea.

"It was crucial in enabling us to easily gather first hand information on the destination to discuss with the International Board. We are expecting 2,000 delegates to Cairns in 2008 and having one on one discussions with the Cairns operators has been extremely helpful", stated Professor Blackall.

Dr Sandra Hall from the University of Queensland's Advanced Waterwaste Management Centre said "since attending last year we are now considering Cairns for several events. Meeting the Cairns suppliers all together has assisted us greatly with our conference organising and future decision making."

This initiative was developed by the Cairns Convention Centre to showcase the world class facilities and stunning attractions Cairns has to offer to host major national and international conventions.

"Our clients tell us time and time again, that one of the destination's greatest strengths is the way all of the Cairns operators work together as team," said Ross Steele, General Manager of the Cairns Convention Centre.

"Together with the world class facilities, teamwork is a key factor in attracting more conventions to the city of Cairns."

Over the past eight years, this annual event has generated 97 new convention leads with the potential to attract over 69,000 delegates that equates to over \$331 million in direct economic impact to the region of Cairns.

ENDS

For More Information:

Ross Steele
General Manager
Cairns Convention Centre
Telephone: (07) 4042 4200 intl code (617)
Facsimile: (07) 4052 1152 intl code (617)
Email: rsteele@cairnsconvention.com.au
Website: www.cairnsconvention.com.au

Click here to download high resolution images to support this article
http://www.cairnsconvention.com.au/images/media/Group_Shot.jpg,
http://www.cairnsconvention.com.au/images/media/ccc_roadshow_group.jpg

Caption for Photo:

Cairns Convention Centre General Manager Ross Steele and Director of Sales Jenny Graham with Dr Sandra Hall (left) and Professor Linda Blackall (second from right)

Serious Business in Australia's most Stunning Location

