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FOODWORKS GROUP CONFERENCE BACK IN TNQ

The national conference of FoodWorks independently owned supermarket proprietors is returning to Tropical North Queensland in 2007 after their previous event here three years ago set a conference size record for Palm Cove.

This year FoodWorks will focus on Cairns with their national conference for 450 delegates to be held over five days at the Cairns International Hotel and the Sofitel Reef Casino.

TTNQ Chief Executive Officer, Rob Giason, welcomed the group's return. "FoodWorks brought the largest conference/incentive group ever to Palm Cove in August 2004, with strong support from our business tourism arm, Cairns and Region Convention Bureau," Mr Giason said.

"The success of that event and the impression it left on the delegates is evident in FoodWorks' decision to return to Tropical North Queensland again so soon. This type of return business reinforces our destination's strength in delivering business tourism product. Cairns currently holds the position as the number three location in Australia (after Sydney and Melbourne) in hosting major international conventions in 2006."

"This year we will welcome even more FoodWorks delegates and once more have the opportunity to showcase our destination's growing business tourism capabilities."

Conference organiser for FoodWorks, Lea Cooper of Pro Team Management, said that one of the great drawcards for Tropical North Queensland as the conference venue was the diversity of the destination.

"There are several potential conference locations here, including Cairns, Palm Cove and Port Douglas, so we can consider this area more frequently than others that have only one conference location to offer," Ms Cooper said.

"Most FoodWorks supermarkets are family owned and operated, so many of our conference delegates are travelling with their families. Tropical North Queensland offers excellent options for partner's & children's programs as well as pre and post-conference touring."

Mr Giason said CRCB actively promote the diversity of our destination to conference groups and the return of FoodWorks is one of the successes of that approach.

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