

## **MEDIA RELEASE**

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### **AUSTRALIA'S TOP BUSINESS EVENTS MARKETERS MEET IN CAIRNS**

The organisation that promotes the whole of Australia for business events, the Association of Australian Convention Bureaux (AACB), has chosen the Cairns & Great Barrier Reef region for its annual conference.

CEO of Tourism Tropical North Queensland, Rob Giason said "It's a coup for the newly named Business Events Cairns & Great Barrier Reef (BEC&GBR), who will be showcasing the region to their peers. The conference was won for the Cairns & Great Barrier Reef region almost a year ago. Bidding for conferences is very competitive and our region is a highly sought after destination. Last year more than 800 conferences chose the Cairns & Great Barrier Reef region. Business events earn \$90m annually for the regional economy."

The AACB conference starts on Friday 4 September at the Hilton Cairns, with staff from 15 city and regional convention bureaux throughout Australia participating. The spotlight will be on the Cairns & Great Barrier Reef region as we showcase to the Australian meetings industry the professional conference services and facilities the region has developed.

Executive Director of AACB, Mike Cannon said "The convention bureaux of Australia are highly competitive, pitting their respective destinations against each other. But when they win an international bid, they then move into joint-venture mode with their bureaux colleagues around the country. As such, it is vitally important that the staff of all the bureaux of Australia are exposed to products and services represented by their colleagues Australia wide. We are absolutely delighted that Cairns won the bid to host this year's AACB Staff Conference, and have no doubt that the event developed with Business Events Cairns & Great Barrier Reef will be an outstanding success."

**ENDS**

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