

MEDIA RELEASE

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Page 1 of 1

TROPICAL NORTH QUEENSLAND'S \$80M TEAM HEADING FOR AIME

Statistics show meetings and corporate events earn \$80 million for Tropical North Queensland each year and \$210 million indirectly.

The Cairns and Region Convention Bureau will be joined by 20 delegates representing Cairns and the Great Barrier Reef at AIME 2009, the largest regional delegation in many years.

Gathered for AIME 2009, the 17th exhibition of the Asia Pacific Incentives & Meetings Expo in Melbourne on February 17- 18, will be 850 exhibitors from 50 countries, about 2650 visitors and 50 media from seven different countries.

The Cairns delegation will be promoting the business tourism products of the international gateway to the Great Barrier Reef.

Angela Uhlig Director of Sales & Marketing for Cairns & Region Convention Bureau said "The expo gives our members the opportunity to conduct business with thousands of industry buyers and trade visitors, including more than 500 hosted buyers. After the event, the Cairns & Region Convention Bureau will host 15 of the international buyers who attended the expo, on the biggest ever Post Touring Famil Program showcasing Cairns, Palm Cove and Port Douglas. Buyers from the United Kingdom, Europe and India have accepted our invitation."

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