

MEDIA RELEASE

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AIMING FOR BIG GREEN THINGS

Nine of the leading Business Events operators from across the Cairns and Great Barrier Reef region will be out in force at this year's AsiaPacific Incentives and Meetings Expo being held in Melbourne this week.

As part of the all new Cairns & Great Barrier Reef stand will be Business Events Cairns & Great Barrier Reef, Sheraton Mirage Port Douglas, Hannaford's Flames of the Forest, Vision Hotels, Shangri-La Hotel Cairns, Hartley's Crocodile Adventures, Cairns Convention Centre, Rockford Hotels and Thala Beach Lodge.

In keeping with the region's strong affiliation with the two world heritage icons, the Great Barrier Reef and wet tropics rainforest, various exhibitors from across the region will be showcasing their environmentally aware initiatives.

For each face to face appointment held, Business events Cairns and Great Barrier Reef will make a donation to the Australian Rainforest Foundation and present each appointment with a signed "Tree for Life" certificate, effectively buying a small piece of Daintree Rainforest. The important work the Australian Rainforest Foundation includes valuable research into protecting our vulnerable wet tropics rainforest areas, in particular the Daintree region of Tropical North Queensland.

Director of Business Events for the Cairns and Great Barrier Reef region, Anne-Marie Coulton says "Tourism is the major employer in the region, and the local tourism industry highly values our world heritage icons. We recognise our responsibility to protect these precious natural assets for the sustainability of tourism in our destination, for the community, and for future generations. Nowhere else in the world can offer what we have and this region is committed to conservation and sustainability."

The region's stand at AIME 2010 will also do away with plastic water bottles this year and instead will provide filtered spring water with enviro cups, media kits will be distributed on disc rather than USB sticks; while our exhibitors are being encouraged to reduce the amount of paper and collateral they hand out at the show. Additionally, to effectively management resources, the region has made a commitment to reuse the stand built for AIME 2010 for a further three years.

ENDS

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