

MEDIA RELEASE

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BUSINESS EVENTS TARGETING ASIA

Business Events Cairns & Great Barrier Reef (BEC&GBR) is heading to the business hub of Beijing 15-17 March 2010 to meet with more than 130 business event and media professionals from 11 key markets in Asia participating in Tourism Australia's Team Australia Business Events Educational (TABEE) 2010.

The BEC&GBR team will join Australia's Convention Bureaux and Tourism Australia in the annual event to build on existing contacts with business event planners from Asian corporations, associations and Governments and to establish new business relationships.

Corporate incentives are in the sights of the BEC&GBR team who will be using their one-on-one meetings with buyers to market the venues, facilities and the exceptional leisure experiences available in the Cairns & Great Barrier Reef region for incentive rewards programs.

Director of Business Events Cairns & Great Barrier Reef, Anne-Marie Coulton said "A survey following last year's TABEE recorded a 96.6% satisfaction level from partner sellers so we are keen to participate again to grow our market. The 2010 program will include an Asian Association Sector component which will be a great opportunity to establish new business relationships for our region."

ENDS

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