

Media Release  
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Tasmania Promoted for Conferences at International Tradeshow

Tasmania will be on the world stage when the Tasmanian Convention Bureau and four industry partners exhibit at the Asia Pacific Incentives and Meetings Expo (AIME) in Melbourne early this week.

AIME is Australia's largest conference and incentive trade show with over 800 exhibitors from 50 countries, and one of the four major meeting industry shows in the world.

Tasmanian Convention Bureau (TCB) Chief Executive, Vincent Barron, said the show was expected to attract over 2,500 buyers including over 400 hosted buyers from 30 countries.

The TCB will be joined by Federal Group Tasmania, Henry Jones Art Hotel and Hotel Grand Chancellor, Hobart and Launceston.

Mr Barron said the group would be reinforcing Tasmania's reputation for natural beauty, and explaining how the harmonious development of the island's natural resources had resulted in the development of a range of conference venues and supporting infrastructure, in stunning locations.

"From sophisticated five-star waterfront locations in the major cities, to wilderness and seaside resorts around the island, Tasmania provides the experiences of an entire nation within a very compact destination, and this is our major competitive advantage," Mr Barron said.

For more information contact:

Mr Vincent Barron  
Chief Executive – Tasmanian Convention Bureau  
Tel: +61 3 62246852 or +61 418 145 859  
Email: vbarron@tasmaniaconventions.com