

# CONVENTION NEWS



July 2007

---

## TCB News Headlines

[Conference Opportunities Lined Up](#)  
[Interstate Sales Team Strengthened](#)  
[Web Improvements Enhance Exposure for Members](#)  
[TCB Consults with Members](#)  
[A \\$51M Contribution to Businesses Statewide](#)

---

## Conference Opportunities Lined Up

The Tasmanian Convention Bureau sales team has achieved its 2006/2007 goal of securing 200 opportunities to bid for conferences, corporate meetings or incentives to come to Tasmania.

The 202 pieces of business for which the Bureau pitched, in conjunction with its industry members, comprised 94 national association conferences, 92 corporate meetings / incentive groups and 16 pure incentives.

Business won to date, includes 50 events to bring 9,000 delegates for an estimated 29,000 bed nights worth \$12M.

A massive 88 bids for 18,000 delegates worth \$25M, are still on the table awaiting decision and converting this business is now the top priority for the TCB.

## Interstate Sales Team Strengthened

Reinforcing its status as the most active convention bureau in the national market, the TCB has recently appointed Jenny Barnett to represent the Tasmanian industry in Canberra.

Sales representation in Canberra is aimed at enhancing the relationship with the 120 national association head offices that are located in the capital and provide the opportunity to tackle the difficult task of influencing government initiated meetings to come to Tasmania.

The new appointee, Jenny Barnett was previously the Director of Sales with the Canberra Convention Bureau and she joins an experienced and professional TCB sales team.

In Sydney, the TCB is represented by Sharlene Dadd, a former Director of Sales with the Sydney Convention and Visitors Bureau, along with Edwina Murphy who has hotel sales experience in Australia and overseas; and in Melbourne, Kate Tyndall has worked extensively with conference organising group CI Events in Brisbane and Melbourne.

## **Web Improvements Enhance Exposure for Members**

The TCB website – [www.tasmaniaconventions.com](http://www.tasmaniaconventions.com) now features enhanced access to all members pages on the site, by listing members under 30 categories of products and services provided.

Under the heading “Venues, Accommodation, Other Products” in the Meeting Planners section, members are now listed under these 30 categories marking them easier to locate.

A search by location, type of product and keyword, adds to the ease of navigation for meeting planners to locate members services.

Additionally, all members are still listed alphabetically in the Business Directory section providing further access to their own page.

## **Launceston and Cradle Mountain in the Spotlight**

Bringing potential clients to experience the venues and attractions first hand is the key to securing most business events for Tasmania.

Recently, the Tasmanian Convention Bureau and its members hosted 10 clients from Brisbane, Sydney and Melbourne for three days in Northern Tasmania. Collectively, the group had the potential to influence the choice of destination for over 100 conferences worth more than \$11M.

They were exposed to 29 venues, attractions and service providers and received a great insight to the appeal of Launceston and the Tamar Valley as a conference destination, as well as Cradle Mountain which has great potential for wilderness retreats or incentive trips.

The ‘Northern Exposure’ familiarisation provided some standout experiences including a bagpipe led walk into Cataract Gorge and a dive off an 18 metre cliff face at the cable hang glider.

The group was able to re-live this experience on the big screen during their inspection of Aurora Stadium.

The Cradle Mountain component was spectacular with clear sunny days, perfect reflections of the mountain on Dove Lake and the Wilderness Photography Gallery at Cradle Mountain Chateau providing the warmth for a typical Tasmanian food and wine experience.

A gourmet brunch on the banks of the Mersey River near King Solomon Cave was the ultimate wilderness experience.

The TCB has already secured business from this visit.

## **Exciting the Market...**

Major TCB industry members combined recently to conduct some innovative sales activities in Sydney and Melbourne.

...In Sydney

Rated in the top five restaurant's in the world, Tetsuya's in Sydney was the venue for a unique Tetsuya's and Tasmanian experience for 25 of the top inbound and incentive companies in Australia.

Five industry members joined the TCB and Tetsuya Wakuda to present Tasmanian food, wine and experiences in a pitch for many millions of dollars worth of corporate and incentive business.

Tetsuya is an ambassador for Tasmania, from where he sources much of his produce, and with Leo Schofield also extolling the appeal of the state, it was a uniquely inspiring promotion.

...In Melbourne

The Old Gaol in Melbourne was the choice of venue in Melbourne for another joint promotion of Tasmania's experiences, food and wine, to association and corporate clients.

In a similar vein to Tasmania, many of the clients attending had never been to the Old Gaol and this inspired choice of venue ensured the evening had an impact and would help secure future business events.

## **TCB Consults with Members**

The Marketing Workshop facilitated by Malcolm Wells in early May provided a good information sharing forum and endorsed the TCB's current sales strategies.

To further refine the co-operative sales activities that the TCB and its members undertake in the interstate markets, participating members will meet with the whole TCB sales team in a small workshop next week.

The program just completed was the most comprehensive for some years and maximising every opportunity for as many members as possible is the goal.

Following their presentations and contributions at the marketing workshop, Malcolm Wells expressed how impressed he was with the quality and professionalism of the TCB sales team!

## **A \$51M Contribution to Businesses Statewide**

An estimated 25,000 delegates attended about 150 national association conferences and company meetings in Tasmania during the 2006/2007 financial year. This is on a par with the previous two years.

When pre and post conference touring is included, it is estimated that conference delegates contributed \$51M to Tasmanian businesses this year.

## **Conventions Coming Our Way**

The following conferences have been confirmed since 26<sup>th</sup> June 2007

	<b>Date</b>	<b>Delegates</b>	<b>Value</b>
RSL Casino Tour	Aug 2007	45	\$34,200
Australian Performing Arts Centre Association	Sept 2007	150	\$171,000
Australian-American Association Conference	Oct 2007	60	\$45,600
ANZ - Summit IV	Oct 2007	110	\$99,000
Australian Dairy Conference	Feb/Mar 2008	350	\$409,500
Boston Scientific	Feb/Mar 2008	17	\$19,380
Charles Darwin Incentive	Jan/Feb 2009	98	\$74,480
Islands of the World Tour – MAD	Mar 2009	85	\$96,900
Australian Society for Music Education	Jul 2009	200	\$240,000

### **Tasmanian Convention Bureau Limited**

**ABN 33 009 589 584**

#### **Head Office**

Level 3, 18 Elizabeth Street, Hobart 7000

Ph: 6224 6852 Fax: 6223 8321

Email: [mail@tasmaniaconventions.com](mailto:mail@tasmaniaconventions.com)

[www.tasmaniaconventions.com](http://www.tasmaniaconventions.com)

Chief Executive: Vincent Barron