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MEDIA RELEASE

Launceston in Conference Spotlight

Ten interstate conference planners, who between them have the ability to influence the choice of destination for over 100 conferences and meetings worth more than \$11M, are currently assessing Launceston's venues and attractions.

The meeting planners are being hosted by the Tasmanian Convention Bureau and will visit the Queen Victoria Museum and Art Gallery where they will be welcomed by the Deputy Mayor, Alderman Jodi Campbell, Aurora Stadium and Cataract Gorge in addition to inspecting the major meeting venues and accommodation properties.

Chief Executive of the Tasmanian Convention Bureau, Vincent Barron said industry members appreciated having these senior corporate and association decision makers visit Launceston as it provided the chance to reinforce the appeal and professionalism of Launceston and the Tamar Valley as a conference destination.

"They will be exposed to 19 venues, attractions and service providers and receive a great insight to the city," he said.

Mr Barron said this visit coincides with the commencement of the first of two major conferences in Launceston over the next week.

The Australasian College of Emergency Medicine Winter Symposium has attracted 205 delegates for three days and it will be followed on Sunday by the Australian Hydroponic and Greenhouse Association National Conference which has attracted almost 300 delegates. Both conferences will be held at Hotel Grand Chancellor.

Mr Barron said the two conferences would contribute more than \$500,000 to the local economy during the week, and a percentage would stay and tour more widely.

"It also exposes Launceston Tamar Valley to over 500 visitors, many of whom will return to holiday with family and friends", he said.

Ends

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