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## MEDIA RELEASE

### Cradle Mountain 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 Northern Tasmania's venues and attractions.

The meeting planners are being hosted by the Tasmanian Convention Bureau and will visit Weindorfers at Gowrie Park, Cradle Mountain, lunch in a wilderness setting on the Mersey River near Liena in addition to inspecting the major meeting venues and accommodation properties in Launceston.

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

"They will be exposed to 28 venues, attractions and service providers and receive a great insight to Northern Tasmania, from Launceston to Cradle Mountain which has great potential for wilderness retreats or incentive trips," 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, which would also benefit the North West region.

"Conferences help boost leisure tourism because the delegates are exposed to a wide range of experiences and many will return to holiday with family and friends", he said.

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