

## **TCB MEDIA STATEMENT**

### **EXCITING THE CONVENTION MARKET**

#### **...In Sydney**

Key players in the Tasmanian convention industry have combined recently to conduct some innovative sales activities in Sydney, Melbourne and Northern Tasmania.

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 Tasmanian Convention Bureau, 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.

#### **...In Tasmania – 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.

#### Picture Captions

Tasmanian hosts at the Tetsuya's Restaurant Dinner pictured with Tetsuya (centre front) and Leo Schofield (back, third from right)

'Northern Exposure' famil visitors pictured at Cradle Mountain