

## **TCB MEDIA STATEMENT**

### **TCB APPOINTMENT IN CANBERRA**

Reinforcing its status as the most active Bureau in the national market, the Tasmanian Convention Bureau has recently appointed Jenny Barnett to represent the 'Island of Inspiration' in the Canberra market.

Jenny has previously been Director of Sales with the Canberra Convention Bureau and will provide a front-line contact on a part-time basis for national association and government clients.

Jenny joins a strong TCB national sales team, which includes Sharlene Dadd, a former Director of Sales with Sydney Convention and Visitors Bureau and Edwina Murphy, hotel sales experience in Australia and overseas, based in Sydney; and Kate Tyndall, formerly from CI Events in Brisbane and Melbourne, representing Tasmania, in Melbourne.

Ten, mainly inbound and PCO clients from Brisbane, Sydney and Melbourne recently joined a three day familiarisation to Launceston and Cradle Mountain.

The extensive 'Northern Exposure' itinerary included a look at the new waterfront developments at Launceston Seaport, including Peppers Seaport Hotel, a bagpipe-led walk into the famous Cataract Gorge and a dive off an 18 metre cliff face at the cable hang glider.

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