

TCB MEDIA STATEMENT

CONVENTIONS IMPACT TASMANIAN ECONOMY

The convention industry, including national association conferences and company meetings coming to Tasmania, contributed an estimated \$52M to the state economy in 2006/2007.

This included about 150 individual national conferences which attracted 26,000 visiting delegates. On top of their expenditure during the conference, independent research has established that 45% of delegates stay in Tasmania for an additional 4.7 days and tour widely, spreading the benefits to businesses statewide.

The industry body responsible for securing the majority of these business events, the Tasmanian Convention Bureau (TCB), has recently strengthened its interstate sales team by appointing a part time sales manager in Canberra.

According to chief executive, Vincent Barron, the Tasmanian Convention Bureau is already acknowledged as the most active in the national market, having experienced, full-time sales managers in Sydney and Melbourne.

“Having representation in Canberra should enhance our 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,” he said.

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 we are 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.”

“We have just finished a year where we met our target of bids made to attract conferences to Tasmania and with the extra resources in Canberra we look forward to making an even bigger contribution for our industry members,” Mr Barron said.

The Tasmanian Convention Bureau is an independent not for profit, joint venture company funded by 190 industry members, the State Government, through Tourism Tasmania and Local Government. It also has sales managers in Hobart and Launceston to work with the almost 900 association representatives in Tasmania, to encourage them to bid to bring their national conference to Tasmania.

For assistance in attracting a national association conference or company meeting to Tasmania, please contact:

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