

TASMANIAN CONVENTION BUREAU



MEDIA RELEASE

TOURISM GETS BOOST FROM CONFERENCES IN SPRING

Conventions coming to Tasmania are providing a big boost to the tourism industry during the late-winter shoulder season with more than 9,000 delegates expected during the September quarter.

Tasmanian Convention Bureau chief executive Vincent Barron said that forward bookings indicated that this month would provide the best September for many years with more than 4,400 delegates expected to attend 17 national or international conferences.

“These delegates will stay a minimum average of five days adding 22,000 bed nights to accommodation demand and an estimated \$8M to businesses around Tasmania.”

Mr Barron said that the record September bookings followed an average August, but coupled with the best July in five years, it resulted in the September quarter shaping as the best on record, with the estimated 9,000 delegates adding more than \$14M to the economy.

“The 2,800 delegates in July provided a significant boost to winter tourism and contributed to good occupancy rates in many accommodation properties,” he said.

“It is not always easy for Tasmania to secure conferences in winter but when the State is successful, the impact is significant in assisting hotels, restaurants and other businesses to maintain profitability and keep their employees in jobs”, Mr Barron said.

“While October and November bookings are indicating they will be average months, together they will still result in 4,500 delegates visiting Tasmania for 18,100 bed nights worth another \$7.2M.

Major conferences to be held during September include Fertility Society of Australia with 450 delegates; Joint Australasian Fire Authorities, 800 delegates; Australian Secondary Principals’ Association, 700 delegates and Australian Primary Principals Association with 600 delegates.

Ends

For further information:

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