

CONVENTION NEWS



December 2007

TCB News Headlines

[Chairman Re-elected](#)
[September Quarter Conventions Boost Tasmania](#)
[Delegate Expenditure Research Findings](#)
[Educational Trips – Key to Conversion](#)

Chairman Re-elected

The Tasmanian Convention Bureau has finalised its Board of Directors for 2008 and re-elected Mr Tony Hart as Chairman.

At the annual general meeting, Messrs Roch van Delft (Qantas) and Bernard Dwyer (Federal Group) were elected unopposed for two year terms.

They join current members Messrs Ralph Freckelton (Hotel Grand Chancellor) and Nicholas Heyward (Tasmanian Symphony Orchestra) as the elected Directors on the Board.

Tourism Tasmania is represented on the Board by Chief Executive Felicia Mariani.

Subsequent to these appointments, Mr Tony Hart (Clemenger Tasmania) and Ms Ruth Lilian (DC Conferences – Sydney) were re-nominated as the two appointed Directors.

The Board re-elected Tony Hart as Chairman and Roch van Delft as Deputy Chairman.

September Quarter Conventions Boost Tasmania

As was widely reported, the September quarter was very close to the best ever, with July and September in particular being at record levels for those months.

More than 8,000 delegates visited during the quarter and they contributed \$18M to the Tasmanian economy during the winter and shoulder seasons.

The impact during July was particularly valuable as the visiting delegates helped hotel occupancy rates as well as helping restaurants and other businesses to maintain profitability and keep employees in their jobs.

Delegate Expenditure Research Findings

Independent research carried out by Enterprise Marketing Research Surveys (EMRS) has found that association delegates stay an average of 4.6 days in Tasmania and are responsible for expenditure of \$445 per delegate per day.

In 2006-2007 when Tasmania attracted 23,000 association delegates this spend totaled \$47M for the financial year.

Along with the contribution from 2,000 corporate delegates it values the annual direct spend by conference delegates and accompanying persons, at \$51M.

The research found that the average conference was 3.2 days and the spend was \$383 per day.

27% of delegates were accompanied by at least one person, who spent \$222 per day.

37% of delegates were in Tasmania for an additional 3.6 days before and after their conference and spent \$322 per day.

The research involved face to face interviews at five conferences in Hobart and two in Launceston. Subsequently, delegates were telephoned upon their return home to confirm post conference data. In addition, each conference organiser was then asked to supply the total expenditure from the registration fee, made to suppliers in Tasmania.

In summary, every delegate is responsible for a stay of 4.6 days, an average spend of \$445 per day, or \$2,043 per visit.

A summary of the Independent Research into Convention Delegate Expenditure in Tasmania is available at www.tasmaniaconventions.com

Educational Trips – Key to Conversion

The TCB continued its extensive famil program with a group of 12 clients from Sydney and Melbourne being exposed to 22 industry members during a three day visit in early December.

Based around Hobart, the famil program included not only the key association conference venues and supporting infrastructure, but winery and function venues, water transport options, dinner at the Hobart Penitentiary Chapel and the full experience at Redbanks Fish and Field.

Thank you...

The success of the TCB's Sales and Marketing activities is greatly enhanced by the wonderful co-operation and participation from many industry members.

On behalf of the TCB team in Sydney, Melbourne, Canberra, Launceston and Hobart, thank you to those members who have participated in the very successful promotions interstate and to the famil programs around the state.

Keeping Tasmania Competitive

While Tasmania would benefit from having new integrated conference infrastructure and being able to offer larger exhibition and dining space, the immediate priority is to maximise our appeal to the market for which the destination can deliver a top class experience.

This translates to an increased presence in the market, increased large scale familiarisation programs and generation of greater excitement about the destination.

The reward will be to increase the direct spend from conventions, from its current contribution of \$51M per annum.

To do this requires that we maintain a targeted and coordinated, co-operative marketing effort from the Bureau team and its members.

Your membership support is essential to the success of Tasmania's marketing effort and your continued contribution through your membership subscription is appreciated.

New Members

Waji Catering
0418 568 624
www.waji.com.au

Production Works
Ph: (03) 6231 1505
www.productionworks.com.au

Rydges Hobart
Ph: (03) 6231 1588
www.rydges.com.au

Sorell Fruit Farm
Ph: (03) 6265 2744
www.sorellfruitfarm.com

A Merry Christmas...

The TCB team would like to extend best wishes for a Merry Christmas and a prosperous New Year to all members, colleagues and supporters.

The TCB offices will close on Friday 21st December 2007 and re-open on Wednesday 2nd January 2008.

Conventions Coming Our Way

	Dates	Delegates	Value
CSIRO Office Professionals Conference 2008	Oct 2008	130	\$101,400
Australian Seed Federation National Conference	Aug 2008	160	\$187,200
Australian Turf Grass Conference and Trade Expo	Jul 2009	600	\$960,000
Urban Development Institute of Australia	Oct 2008	100	\$39,000
Regional Arts Australia	Aug/Sept 2010	500	\$630,000
Oral History Association of Australia	Aug 2009	150	\$180,000
Navy League of Australia	Oct 2009	50	\$60,000
Fisher & Paykel State Conference Vic / Tas	Aug 2008	40	\$36,800
Australian Society of Endodontology (ASE) 2008	Nov 2008	200	\$234,000

Tasmanian Convention Bureau Limited

ABN 33 009 589 584

Head Office

Level 3, 18 Elizabeth Street, Hobart 7000

Ph: 6224 6852 Fax: 6223 8321

Email: mail@tasmaniaconventions.com

www.tasmaniaconventions.com

Chief Executive: Vincent Barron