

MEDIA RELEASE



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Cairns & Great Barrier Reef trivia wows business event planners

An online trivia game has put the fun back into understanding the business events offering in Cairns & Great Barrier Reef with 40 Australian conference and incentive organisers participating in the new format.

Business Events Cairns & Great Barrier Reef General Manager Rosie Douglas said the challenge was to stand out from the succession of online meetings that the decision makers in the business events industry faced each week.

"We had 29 enthusiastic members promoting 36 Cairns & Great Barrier Reef products via video presentations for Regional Showcase Connect 2020," she said.

"The live online trivia game replaced the annual networking lunch and was an outstanding success with the fun and competitive format a winner in keeping everyone engaged with learning about the region's business events offerings.

"Melanie Bowie of Key Conference in Melbourne won a five-night holiday including return airfares to Cairns for two people plus activities including a day trip to the Great Barrier Reef, luxury day spa package, scenic helicopter flights, dining at award-winning venues, and numerous day trips around the region to explore Kuranda, Port Douglas and Mossman. She's very excited to be holidaying in the tropics in 2021."

Ms Bowie said the Cairns & Great Barrier Reef Regional Showcase Connect stood out from the other interactive events she had experienced.

"The session was fantastic – it was really well run and set up," she said.

Operator Down Under Tours Sales Manager, Jane Van Graas said "Regional Showcase Connect gave us the opportunity to virtually educate buyers, keeping our group tours and transfers options front of mind for future business events"

Ms Douglas spoke to the meeting planners about the interest in Cairns & Great Barrier Reef as a regional destination where delegates could enjoy space and be assured that the industry was operating under COVID-safe guidelines.

"The region's new offerings include an empty city warehouse which has been transformed into an event space catering to the Super League Netball and National Basketball League games," she said.

"Work is well underway transforming the Cairns Convention Centre into a much larger adaptable events space with the opening scheduled for April 2021.

"Cairns & Great Barrier Reef is looking forward to welcoming back the business events sector once travel restrictions have eased."

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