

March 24, 2023

## Cairns showcases a week of business events

A conference for one of Australia's leading event management companies is kicking off a bumper week of business event activities in Cairns from Monday (March 27) showcasing the destination's capability to host sustainable meetings, conferences and incentives.

Tourism Tropical North Queensland Partnership and Events General Manager Rosie Douglas said the region was also hosting key Asian meeting planners and delivering a business events conference for local industry.

"It is a stellar week for the Cairns and Great Barrier Reef business events industry which delivers significant benefits not just to the regional economy, but to our local industries by bringing the decision makers from various sectors to Cairns," she said.

"Cairns has just hosted the Strata Community Association Queensland annual conference and in coming months will host the Australian Society of Sugar Cane Technologists National Convention and the Australian Banana Industry Congress at the Cairns Convention Centre.

"Strategic conferences like these during the shoulder season help to build the capacity and profile of our local industries while bringing in delegates who tend to spend twice as much as a leisure visitor and often return for a holiday with their family.

"Business Events Cairns and Great Barrier Reef is especially delighted to partner with event management company Arinex for their conference to kick off their 50<sup>th</sup> anniversary celebrations in the only place where two World Heritage areas meet.

"Hosting Arinex highlights the importance of business events to the Cairns economy and the Arinex passion for sustainability strongly ties in with our destination's push to reduce the carbon footprint of events.

"As Australia's first certified carbon neutral event company, Arinex wants to offset their event and delegates will join the first tree planting in critically endangered Mabi rainforest on the Atherton Tablelands as part of our Reforest Carbon Offsetting program for business events."

Arinex Managing Director Nicole Walker said Cairns was chosen as the location for the company-wide conference due to its blend of exceptional event and accommodation options, warm hospitality and awe-inspiring natural wonders.

"This year marks Arinex' 50th year in business, making this conference all the more special. Cairns is the perfect location for us to celebrate this momentous occasion, reflect on our progress and set our sights on the path ahead," Ms Walker said.

Cairns Convention Centre General Manager Janet Hamilton is positive about the upcoming events and forward calendar for Cairns.

"We are looking forward to welcoming Arinex to the Cairns Convention Centre next week to showcase the business events infrastructure we have in our city. With the Centre's \$176 million expansion opening soon, now is the time to host conferences and other business events in Cairns."

Ms Douglas said eight key event planners from Korea and Japan will be in region for a four-day education program showcasing the destination from Thursday (March 30) before the Business Events Cairns and Great Barrier Reef team join them in Sydney for the Business Events Australia Asia Showcase.

"With business events returning we want to ensure our industry is armed with the latest insights into how our region can capitalise on opportunities for international and national events," Ms Douglas said.

# MEDIA RELEASE



“On Friday (March 31) we host the Business Events Cairns and Great Barrier Reef Conference to bring our members together to learn from industry experts from across Australia.”

ENDS

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