

MEDIA RELEASE



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Business events showcase promotes Tropical North Queensland

Business event leads from across Australia have been secured for Tropical North Queensland following the annual Business Events Cairns & Great Barrier Reef Showcase.

Tourism Tropical North Queensland General Manager of Partnerships and Events Tara Bennett said the team was accompanied by 18 local business events suppliers to host lunch in Brisbane, breakfast in Sydney and cocktails in Melbourne.

“The three events gave us the opportunity to meet 100 association and corporate buyers, professional conference organisers and destination management companies,” she said.

“We took 45kg of local produce to set up a display in each city showcasing the diversity of tropical food and beverages from our region which can be used as delegate gifts.

“Each delegate then got to select what they would like to have as a gift with chocolate, coffee, tea, dried fruit, macadamia nuts, chilli sauces, lollies, worstershire sauce, spices and dukkah among the choices.

“At each event we launched two new videos with one targeting the association market and the other the incentive market which were well received by the buyers as a useful tool to showcase the destination and its business event capabilities.

“The videos, which were shot as part of our Create Great content shoot, are now in use by one of the professional conference organisers and are hosted on the Tourism Australia and Tourism and Events Queensland websites.

“The BECGBR annual Regional Showcase is an opportunity to bring the sunshine of Tropical North Queensland to the eastern seaboard cities where the team’s enthusiasm and was well received by Australia’s leading business events sellers.

“The showcase compliments the in-region educationals, site inspections and brand marketing being undertaken to elevate the Cairns and Great Barrier Reef business events story.”

The Business Events Cairns & Great Barrier Reef participants were:

- Reef Unlimited
- Crystalbrook Collection
- Sheraton Grand Mirage Resort Port Douglas
- Shangri-la the Marina Cairns
- Cairns Convention Centre
- Down Under Tours
- Pullman Cairns International
- NQ Exhibitions
- Quicksilver Group
- Hemingway's Brewery
- Managing Australian Destinations
- CaPTA Group
- Mexicairns
- Hilton Cairns
- Thala Beach Nature Reserve
- Voyages Mossman Gorge Centre
- Business Events Port Douglas

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- Cairns Adventure Group

Business Events Cairns & Great Barrier Reef videos: <https://businesseventscairns.org.au/>

ENDS

Images: Business Events Cairns & Great Barrier Reef team Kirsty Boase, Tara Bennett and Natalie Johnson showcased tropical produce to 100 association and corporate buyers.

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