

21 May 2009

NEWS RELEASE

MACKAY TOURISM PARTNERS COUNCIL IN HOSTING CONFERENCE AND EVENT MANAGERS' VISIT

Mackay Tourism and a selection of local accommodation and tourism operators will join Mackay Regional Council in hosting a site inspection visit by Convention and Event Planners and Media this weekend.

The group of sixteen will arrive on Sunday and be welcomed at a dinner hosted at the Clarion Hotel, Mackay Marina by Mackay Tourism, before spending two intensive days inspecting the new Mackay Convention Centre and a variety of tourism attractions and features including the Sarina Sugar Shed, Artspace, the Q150 steam train, Bluewater Quay and a brief taste of our 'bush', at The Retreat Hotel.

Mackay Tourism General Manager David Phillips said the investment by Council and the Visitor Industry was considerable but essential, to show potential Convention and Event organisers just what Mackay and our region can offer, 'first hand'.

'With the opening soon of the Mackay Convention Centre, our region will be in a position to host a wide variety of prestigious state and national meetings, events and exhibitions. In this very competitive market, we have to demonstrate very clearly to our prospective customers, the advantages of meeting in Mackay, and the capabilities, creativity and professionalism we offer, compared to competitor destinations. Staging familiarisation visits for guests such as these is a vital step towards securing major future business worth millions of dollars for our city and region', he said.

Mackay Tourism's Convention Bureau unit researches future conventions and events our city could host, prepares bids and proposals, and assists the organisers to secure venues, accommodation and the myriad of other local services and products they will need, to support the success of their event.

Further Information:
David Phillips tel 0439 873 726

(see in conjunction with MRC release showing program)



Mackay Tourism Limited
Incorporating
Mackay Convention Bureau
✉ PO Box 5754 MMC Qld 4741 Australia
'The Mill' - 320 Nebo Road Mackay Qld 4740 Australia
☎ (61 7) 4944 5888 • Facsimile: (61 7) 4952 2034
✉ info@mackayregion.com 🌐 www.mackayregion.com
ABN 56 074 909 265