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**townsville**  
NORTH QUEENSLAND  
meet in the tropics

Trevor Goldstone

  
**townsville**  
enterprise

# Townsville Enterprise

- Regional Economic Development Organisation
- Regional Tourism Organisation
- Townsville Convention Bureau



# Townsville Region

Geographical area of responsibility:

- Townsville city
- North to Hinchinbrook Shire
- South to the Burdekin
- West to Charters Towers
- Tropical islands of Magnetic, Orpheus, The Palms and Hinchinbrook.





Townsville & Magnetic Island



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# Townsville Convention Bureau

- 2 full time staff
- Managed by General Manager for Destination Marketing and Development
- One of the smallest Convention Bureau in Australia
- Membership base of over 60 members
- The Bureau is a member of the Association of Australian Convention Bureaux, Meetings and Events Australia and works closely with the Queensland Convention Bureaux

# Townsville North Queensland Business Events Destination

Major Conference Venues in Townsville include:

- Townsville Entertainment & Convention Centre – 5,000 people
- Jupiters Townsville – 11 function spaces including ballroom of 500 people
- Rydges Southbank Convention Centre – 5 spaces including ballroom of 300 people
- Mercure Inn – 7 spaces including ballroom of 350 people
- Civic Theatre - 1,500 people

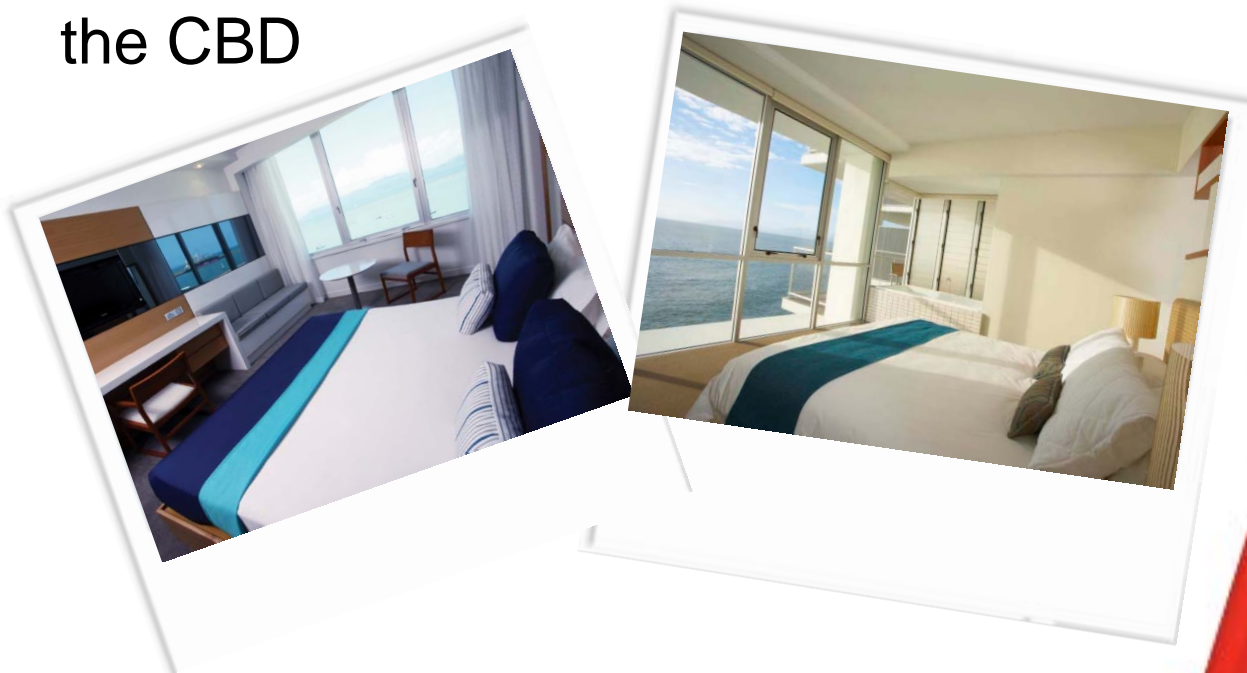
# Jupiters Townsville & Mercure Inn



# Townsville North Queensland Convention Bureau Destination cont.

## Accommodation in Townsville:

- In excess of 3200 rooms - hotel / motel / apartments
- Over 1900 of these rooms are situated in the CBD



# Growth over the past few years...

## Delegate Days and Meeting Numbers

- Queensland trend in 07/08 showed negative 10.91% growth
- The Townsville trend in 07/08 showed positive 30.16% growth

Year	Meetings	Delegate Days
2005/2006	154	32, 347
2006/2007	215	46, 641
2007/2008	212	60, 710

QBES figures recorded by Queensland Treasury

# Strengths as a Business Events Destination

Day delegate rate is more cost effective than capital cities. Starting at \$45 pp/day.

Key markets include:

- Marine & Tropical Sciences
- Defence
- Government
- Education
- Heavy Industry



# Strengths as a Business Events Destination

Direct flights from Major Cities to Townsville:

- Brisbane & Gold Coast
- Sydney
- Canberra
- Melbourne
- Cairns



13,554 seats/week from Brisbane

1,929 seats/week from Sydney

2,930 seats/week from Cairns

546 seats/week from Canberra

# Think Townsville Campaign

- Encourages locals to think about Townsville for their next national conference
- Mini trade shows between operators and local businesses to build awareness to Townsville's assets
- Industry networking events
- Sales calls to potential businesses





Think Townsville mini trade show 2009



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# Major Events Strategy

- Dunlop Townsville 400 V8 Supercars
- Australian Festival of Chamber Music
- Townsville Superboat Series Race
- Jupiters Townsville Cup
- Cultural Festival
- International Cricket
- Sporting Capital of North Queensland
  - Toyota Cowboys NRL
  - North Queensland Fury A-League
  - Townsville McDonald Crocodiles NBL
  - Townsville Fire WNBL



# Positioning for the Future

- Dynamic business hub
- Education and research
- Export
- Mining and minerals
- Agriculture
- Aerospace
- Defense
- Health and Community Services
- Government



# Other Opportunities...

- Queensland Events Strategy
- Tourism Queensland Strategy
- Queensland Convention Bureau strategy to position QLD as events destination

