



MEDIA RELEASE

For immediate release

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TOURISM WHITSUNDAYS HOSTING 2016 BUSINESS EVENTS ROADSHOW

The Tourism Whitsundays (TW) business events team will be taking Whitsundays operators on the road from 25 to 28 July, promoting the region in Sydney, Melbourne and Brisbane.

The 2016 Roadshow will allow TW Business Events members to directly promote their products and experiences and network with key decision-makers and meeting planners around the country.

TW Business Events members from Airlie Beach, Daydream Island and Hamilton Island will be attending the Roadshow.

The first stop will be in Brisbane for ConveneQ on Tuesday 26 July, an annual one-day exhibition to showcase Queensland event products and services, with 40-50 quality hosted buyers attending from around Australia and New Zealand.

Tourism Whitsundays will be hosting a networking breakfast on the morning of ConveneQ from 7am at the Brisbane Convention Centre, with guest speaker Catherine Chenery speaking on creating desire for change and healthy workforces.

The Roadshow will then move on to Sydney on 27 July, with cocktails, canapés and light entertainment from 6pm at the Cruisebar Sydney.

In Melbourne, delegates can network over cocktails and canapés at the Westin Melbourne from 6pm, 28 July.

Roadshow events in previous years have been very effective at connecting Whitsundays event and conference products with key influencers in all three cities.

The range of unique meeting options and growing development in Airlie Beach and the islands proves the Whitsundays is poised to make the leap as one of Australia's premier business event destinations.

With 74 tropical island wonders in the heart of the Great Barrier Reef, the Whitsunday coast and islands in central Queensland are an ideal business events destination.

Sunny days, pristine beaches and a huge variety of activities within easy access to world-class meetings facilities, promises the Whitsundays will both inspire and delight.

There is the potential to wow delegates by conferencing on a permanent pontoon floating on the Great Barrier Reef, or by booking out an entire island, or even holding smaller meetings on board a luxury yacht or historic tallship.

While in the heart of the Great Barrier Reef, delegates can experience incredible activities such as snorkelling among thousands of fish in the coral reefs and picnicking on world-famous Whitehaven Beach with its brilliant white silica sands and turquoise waters.

The Whitsundays is perfectly suited to aspirational and memorable business events that can cater to every need and luxury.

To find out more about business events in the Whitsundays, visit the Tourism Whitsundays website at www.tourismwhitsundays.com.au

And contact the Business Events officer on business@wmdl.com.au for a copy of the latest Business Events Destination Guide.

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