



## **Over 8,500 delegates arriving this winter for business events**

Over 8,500 delegates will arrive in Tasmania this winter to attend business events throughout the state, generating over 28,000 room nights and bringing over \$12.2 million dollars into the destination.

Business Events Tasmania CEO, Stuart Nettlefold, said "Business events are drawing high yield tourists to the state through the low season when leisure tourism is at its lowest numbers."

Business Events Tasmania administers the government funded Meet in Tasmania Incentive Scheme, which provides funding to association conferences that choose to host their event in Tasmania through the cooler months.

"The incentive offers events \$30 per delegate for conferences held between May and August and \$15 per delegate for conferences held in September" said Mr Nettlefold.

"The Incentive is incredibly popular and is often oversubscribed with a waiting list. The Business Events Tasmania team use the incentive as a sales tool to secure events that may have otherwise gone to another destination."

"Business events delegates stay an average of 3.2 days in the state, spending \$433 per day compared to \$188 for leisure tourists (TVS Dec 2010) which clearly illustrates their high yield value. They also stay an additional 1.4 days either side of the conference to tour the destination, contributing additional spending of around \$4.0M."

Businesses that wish to tap into this lucrative market should contact Business Events Tasmania. Membership to the organisation provides access to the full calendar of events being held in the state and contact details for the key decision maker for each event.

"The Business Events Tasmania team can also advise businesses on the best way to market themselves to these events."

"When a conference is in town everyone benefits. Taxis are full, restaurants are full, retailers do a roaring trade... it's not just the conference venue and conference suppliers that benefit."

"If they know the conference is coming, businesses can ensure that they are securing these delegates through their door and staff accordingly to handle the increased business."

ENDS.

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