



MEDIA RELEASE

SENATOR THE HON NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation
Minister Assisting on Tourism

CONFERENCE BOOST FOR DOMESTIC TOURISM

The upcoming Amway Annual Conference on Hamilton Island represents a welcome boost for the domestic tourism industry, the Minister Assisting on Tourism, Senator Nick Sherry, said today.

More than 400 delegates will take part in the conference on Hamilton Island from November 21 – 25.

The annual gathering of Amway's top sales people in Australia and New Zealand has been held overseas – in Tokyo and Mauritius - in the past two years.

“Australia has world class conference facilities, that are perfect for business and relaxation,” Senator Sherry said.

“Queensland is increasingly recognised as an attractive destination for business events and the latest figures show business overnight trips to the Sunshine State are up 4 per cent.

“The fact a major company such as Amway has chosen a conference at home rather than abroad is a credit to the tourism industry.

“The average business tourist spends approximately \$1,000 and this will mean a significant benefit for the local economy.

“In January, Amway China will hold its annual conference in Sydney - bringing more than 8,000 delegates and injecting an estimated \$33 million into the economy.

“The Australian Government, with its State partners, is committed to attracting even more business events to our shores,” Senator Sherry said.

“Already, there are encouraging signs. In the first nine months of this year, international visitor arrivals were 6 per cent higher than the corresponding period in 2009.

“The first half of this year has also seen a recovery in domestic tourism – with overnight trips up 1 per cent, visitor nights up 2 per cent and day trips up 9 per cent.”

CANBERRA

18 November 2010

Media contact: Joe Scavo 0413 800 757