



Speech by

# Hon. PETER BEATTIE

MEMBER FOR BRISBANE CENTRAL

Hansard Thursday, 24 May 2007

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## MINISTERIAL STATEMENT

### Australian Tourism Exchange

**Hon. PD BEATTIE** (Brisbane Central—ALP) (Premier and Minister for Trade) (9.37 am): Next Week Brisbane will host the Southern Hemisphere's largest tourism trade show, the Australian Tourism Exchange. More than 2,000 international and domestic delegates will be here to experience the very best of Queensland. I am pleased to announce that we will be holding Monday's community cabinet meeting at the Convention and Exhibition Centre as part of the program, and I seek leave to incorporate details in *Hansard*.

Leave granted.

The event will bring an immediate economic benefit of \$10 million to the state but the potential economic impact from business done at the Exchange will be immeasurable.

To have more than 725 of the world's most economically influential tourism buyers and media in Queensland for this week is a major win for the state's tourism industry.

The event, which is being held in Brisbane from 26 May—1 June, will host representatives from traditional markets such as the UK, Japan, Europe, Germany, New Zealand and the US as well as emerging markets such as China, India, Korea and the Middle East.

I'm pleased to announce that we will be holding Monday's community cabinet meeting at the Convention and Exhibition Centre as part of the program.

The Government has contributed more than \$2 million towards ensuring Queensland secured this important event—as it will be a major catalyst for future growth in the State's \$3.2 billion international holiday market. A market that provides job and income security for thousands of Queensland families.

Tourism Minister Margaret Keech tells me an extensive program of 50 familiarization tours before-and-after the event has also been organized.

This will ensure delegates experience a true taste of Queensland and of course seeing our great State for themselves will encourage travel agents and media to personally recommend Queensland as a destination to travellers.