

## The Gold Coast gets down to Business at AIME 2006

As part of its commitment to Australia's \$17 billion dollar conference and incentive market, Gold Coast Tourism will step up its presence at the 14th Asia Pacific Incentives & Meetings Expo (AIME) in an effort to capture the attention of thousands of buyers and conference and incentive organisers.

Held at the Melbourne Exhibition Centre between 6-7 June, AIME 2006 is a must attend event for anyone involved in organising incentives, conferences, meetings, business events or exhibitions.

Following the receptive response at AIME in 2005, Gold Coast Tourism has decided to double the size of its stand this year and encourage an additional portfolio of participants to join the stand.

"The response in 2005 was extremely positive with all partners reporting strong leads and opportunities for on-going sales. This year we will have a total of 18 Gold Coast representatives on the stand, allowing us to further highlight the endless and diverse range of options, conference venues and incentive experiences on offer," said Pavan Bhatia, Gold Coast Tourism CEO.

Mr Bhatia explained that an increased presence at AIME is another example of the organisation's renewed strategic focus on the corporate and association traveller.

"Gold Coast Tourism is committed to the sustained growth of the business tourism sector and is equipped at specialising in creating a conference or incentive program that provides something unique and out of the ordinary.

"Our continued participation and investment at AIME allows us to further enhance our reputation as Australia's fastest growing business tourism destination and effectively engage with key influencers on a face to face level," said Mr Bhatia.

Visitors to the stand will be able to take advantage of two prescheduled appointment streams with Gold Coast Tourism's professional Business Tourism Team. The new purpose built business tourism website, [www.verygc.biz](http://www.verygc.biz) has been set up and is also available to assist those researching and planning a conference, meeting or incentive.

The experienced Gold Coast Tourism team lead by Sandra Passaro, Director Business Tourism and supported by Jackie Rouleston Stuart, Tabatha Muldoon and Julie Beattie will be on hand throughout the Expo to offer recommendations and specialist advice.

For more information on the Gold Coast Tourism stand at AIME 2006 please visit [www.VeryGC.biz](http://www.VeryGC.biz)

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## **About Gold Coast Tourism at AIME 2006**

### ***2006 Participants with Gold Coast Tourism***

- Radisson Resort Gold Coast
- Holden Performance Driving Centre
- Dreamworld - Special Events
- Gold Coast Convention & Exhibition Centre
- Event Production Management
- Warner Village Theme Park
- Hotel Watermark
- Surfers Paradise Marriott Resort
- Sofitel Gold Coast
- Hyatt Regency Sanctuary Cove
- Holiday Inn Surfers Paradise
- Crowne Plaza Surfers Paradise
- Sea World Nara Resort
- Courtyard Marriott Surfers Paradise
- Tallship Sailing Cruises
- Airport Con x ion
- The Villa
- Currumbin Sanctuary

### ***About the Business Tourism Team***

***Sandra Passaro, Director Business Tourism*** - has been involved in the tourism industry for more than 19 years. In her current role, Sandra is responsible for overseeing the marketing of the destination on both a national and international basis for the business tourism sector. Prior to working at Gold Coast Tourism, Sandra held positions at Dreamworld and Tourism Queensland.

***Jackie Rouleston Stuart, Associate Director Business Tourism – Associations & Events*** - joined Gold Coast Tourism Business Tourism department in October 2004, following relocation from Melbourne. Jackie has extensive experience in conference and sales management in both Australia and New Zealand, boasting a solid 16 years experience in the business tourism industry. Jackie is the main point of contact for all Associations hosting conferences on the Gold Coast. Jackie is also responsible for Gold Coast Tourism's liaison with the wide variety of major events based on the Gold Coast annually.

***Tabatha Muldoon, Associate Director Business Tourism – Corporate*** – Recently opening the Gold Coast Tourism Sydney office, Tabatha markets the Gold Coast to corporate end users and meeting planners throughout Australia.< Prior to joining Gold Coast Tourism, Tabatha Muldoon spent eight years with the Hilton Chain most recently working on the opening of the new Hilton Sydney.

***Julie Beattie – Associate Director Business Tourism – Asia*** - based in the newly opened Gold Coast Tourism Singapore office, Julie continues Gold Coast Tourism's focus on the key Asian business tourism markets of Singapore, China, and India. Julie has more than 20 years experience working with corporate travel companies in the fields of business travel planning and professional conference organising. Her most recent role prior to working with Gold Coast Tourism was EAM Pan Pacific Singapore, Group Marketing Director at Aman Resorts. Prior to this Julie worked primarily within international hotel and resort companies in the roles of sales, marketing, public relations and business development.