



The stage was set for a spectacular dinner by Port Douglas Catering & Events.

# sell TNQ

STORY BY JOHANNA MCKINNON

AND THAT'S WHAT they did in November 2010.



Post-touring at Paradise Palms Resort and Country Club.

The cream of Tropical North Queensland's properties and operators showcased their wares to a posse of PCOs late last year.

Almost 30 event experts headed north for Business Events Cairns' annual workshop weekend, which this year was hosted in Port Douglas.

The series of events kicked off at the Sea Temple Resort and Spa Port Douglas with a networking function and a mesmerising acrobatic performance before some serious business was done at workshops the next day.

The full day workshop included a series of speed-dating style meetings, with breaks to refresh and network with the local operators. After a long day of talking business, the delegates let their hair down at a delicious dinner hosted by Port Douglas Catering & Events.

Avid readers of *micenet* may remember my Sell TNQ story from last year that included fond memories of Port Douglas Catering & Events' work at the Sugar Wharf.

Well, the catering maestros did it again with their culinary efforts, and I have no doubt that everyone who attended is still raving about that exquisite dinner.

But Sell TNQ wasn't just about face-to-face meetings or parties; it was also about experiencing the region.

The second day dawned and it was time for an adventure. For some of the group it involved hitting the reef and getting up close and personal with some local marine life.

For others we delved deep into the surrounding rainforest with a

guide from the Kuku Yalanji Dreamtime Walks at Mossman Gorge. This was followed by a delicious barramundi lunch at the peaceful Silky Oaks Lodge before we got physical at the Australian Muster Experience.

Driving into Australian Muster Experience, the property looks quite serene until we rolled out of the coach ready for horse riding, ATV quad bike riding, and for the brave a roll in the Zorb. The huge inflated ball is the latest instalment to the property and is guaranteed to leave you feeling exhilarated!

The group reconvened for a quick site inspection at Rydges Sabaya and then refreshed for our final night's gala dinner.

Pouring onto the coach, the trip to the Flames of the Forest was full of buzzing conversations, sharing stories of the day. As we arrived, we were greeted by the friendly Flames of the Forest team who offered glasses of bubbles and some of their signature cuisine. Before long we were back on the coach for our main course at Port Douglas' original five-star resort, the Sheraton Mirage.

The effervescent DOSM Marian McLeod greeted us and shimmied the group through the property where we indulged in some delicious Japanese cuisine before sitting down for a spectacular dinner. Our last day dawned and we hit the road to Hartleys Crocodile Adventures for breakfast and a tour before the whole group said farewell.

BEC's director of business events Rosie Douglas said the next Sell TNQ is confirmed for November 4-9, 2011 and will be based in Cairns with post touring in Palm Cove and Port Douglas.

For more information go to [www.businesseventscairns.org.au](http://www.businesseventscairns.org.au).



The Quicksilver team welcome delegates Great Barrier Reef-style.

### Sell TNQ post-touring

After the group divided and said their farewells, the remaining Sell TNQ delegates continued to explore Tropical North Queensland. Their first stop was to meet sales executive Marni Barnett to experience the Skyrail Rainforest Cableway to Kuranda. Once in the rainforest the next stop was to check out the newest special event venue, The Billabong, before experiencing Kuranda's Rainforestation Nature Park.

And after an adventurous day the group relaxed at Palm Cove for a signature dine-around dinner to Peppers Beach Club & Spa Palm Cove, Angsana Resort & Spa, and the Sea Temple Resort & Spa Palm Cove.

The group's last full day in Tropical North Queensland included an indulgent breakfast and fun at Paradise Palms Resort & Country Club.

Paradise Palms Resort and Country Club DOSM Darlene Holdsworth said the delegates had a chance to experience the resort first hand. "Course pro, Des Shearer gave an entertaining lesson based on his survival guide to golf which comprised filming the swing of each player," she said.

"After many air swings and a few altercations between buggies, the group converged on Pelicans in Paradise for a hand-held jumping session on the giant bouncing pillow –much laughter ensued and all pronounced the morning very good fun."

The next stop was the Tjapukai Aboriginal Cultural Park for a site inspection, which was followed by lunch at the Sebel Cairns. And after some free time to explore Cairns, the group got together one last time for a farewell cocktail dinner at the newly refurbished Lilo Bar at the Rydges Plaza.

### Buyer comments:



**OLIVER SHEER**  
SALES MANAGER  
EVENTS WITH  
MOORE

**What was the highlight for you?**

The reef, what a great experience! There is something amazing about being 10 metres

underwater discovering a whole new world. **Was it worthwhile? Why?** Yes, to be able to make sure

that I am aligning my client's MICE objectives with the appropriate venues, activities and location, you really need to experience and understand the region. Sell TNQ definitely did this. **What objectives did you have in attending Sell TNQ? Were these met?** To understand and experience how North Queensland can best fit my current and future clients. With the opportunity to meet and learn about more than 40 suppliers to the region, this objective was achieved.

**Did this event encourage you to consider TNQ for future projects?** Just before Christmas I confirmed a client's conference for Port Douglas in 2011. And the Sell TNQ workshops definitely aided in this development.

### seller comments:



**JAELEE DENMAN**  
SALES  
EXECUTIVE  
KURANDA  
SCENIC RAILWAY

**What was the highlight for you from this year's Sell TNQ?**

The highlight for myself

was the conclusion dinner – the atmosphere was great, food was superb. And buyers and sellers were evenly mixed so networking was made easy.

**What would you like to see done differently for the 2011 event?** The welcome event could be more interactive. **Was it worthwhile? Why?** Yes, it resulted in committed buyers and confirmed business to the region. **What was your opinion on the group of buyers as a whole?** The group of buyers this year although smaller were of better quality as many had upcoming confirmed business for the region. And those who were considering were genuinely interested in the TNQ products.