

Media Release
4 November 2024

Launceston Rising as a Global Business Events Destination

Launceston and the Tamar Valley have been put into the global spotlight, being named the fourth best region in the world to visit in 2025 by renowned travel authority Lonely Planet.

This accolade, coupled with significant developments in the region's infrastructure, highlights Launceston's potential as a prime business events destination.

"This is an exciting time for Launceston and the Tamar Valley," said Marnie Craig, CEO of Business Events Tasmania.

"Lonely Planet's recognition of the region as a captivating destination for visitors highlights its unique blend of natural beauty, rich cultural heritage, and world-class food and wine experiences.

"Its proximity to stunning natural landscapes and the Tamar valley wine region have historically made it an ideal destination for the business event market, but we know there is always room for growth."

Visit Northern Tasmania is currently conducting a feasibility study to identify the crucial steps needed to establish Launceston as a thriving business and conference destination.

The study is assessing the region's infrastructure, accommodation, and event capabilities to ensure it can meet the needs of a diverse range of business events in the short and long term.

In addition to this study, and the announcement of two new hotels to be built in Launceston, this week a developer proposed a dedicated convention centre to further supplement the cities hosting capabilities.

"The proposed large-scale convention centre would certainly increase Launceston's ability to host more events and accommodate larger capacities," Craig continued.

"Large-scale international conferences are seeing the value of the region that is already being showcased to a global audience.

BUSINESS EVENTS TASMANIA

“This recognition, along with developments in the city’s infrastructure will not only benefit the local economy but elevate Launceston as a unique business events destination.”

Business Events Tasmania remains committed to supporting Launceston and the Tamar Valley in achieving its full potential as a thriving business events hub.

For more information about Launceston’s capabilities, please visit: [Find a Supplier - Business Events Tasmania](#)

ENDS

For more information please see:

[Business Events Tasmania - Conferences, Corporate & Incentive Events](#)

[Best Destinations to Travel in 2025 - Lonely Planet](#)

[Errol Stewart unveils \\$20 million project opposite Silo Hotel | The Examiner | Launceston, TAS](#)

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