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CANBERRA BUSINESS COUNCIL WELCOMES ITALIAN RENAISSANCE EXHIBITION

Canberra Business Council welcomes the announcement yesterday that the National Gallery of Australia (NGA) will be hosting the Italian Renaissance Exhibition this summer.

“The NGA is to be congratulated for bringing Australia’s first exhibition of 15th and 16th century Italian Renaissance paintings to Canberra,” Canberra Business Council CEO, Chris Faulks said. “This exhibition will bring thousands of visitors to Canberra. It will be great for the tourism industry in the ACT & region.”

“We are also pleased that this exhibition will be the first to access the ACT Government’s special Blockbuster Events Fund – an initiative promoted by the Council and one that demonstrates the government’s appreciation of the importance of tourism to our economy”, Chris Faulks said.

“The success of the Masterpieces from Paris Exhibition in 2010 demonstrated the value of investing in these types of exhibitions. In that case the ACT Government invested \$500,000 in the marketing campaign and the ACT economy benefitted by over \$94million.”

Ms Faulks said that “While this next Blockbuster event is a huge opportunity for Canberra, visitor feedback from the Masterpieces from Paris Exhibition highlighted shortcomings in the visitor experience around public transport, availability of hotel accommodation and restaurants, and levels of service.

“In light of this feedback a more coordinated approach to address all aspects of the visitor experience is critical. We have spoken to the ACT Government and encouraged them to establish a strategic group that includes representatives from government, National Institutions and other tourism attractions, business and hospitality to oversee this coordination.

“Canberra Business Council encourages all sectors of Canberra’s business community to get behind the Italian Renaissance Exhibition so that when visitors come to Canberra to see these magnificent paintings, they can also experience outstanding customer service while they travel through our city, eat in our restaurants, visit other attractions and stay in our hotels.”

Media contact:

Chris Faulks | CEO | Canberra Business Council | 0421 994 488 | 6247 4199