

MEDIA RELEASE

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TREASURY CASINO & HOTEL TO WELCOME 2015APCS DELEGATES IN 25 LANGUAGES



Treasury Casino & Hotel is well prepared to accommodate an influx of international visitors to Brisbane for the Asia Pacific Cities Summit and Mayors' Forum (2015APCS) next week.

From 5-8 July, Brisbane will be under the international spotlight again when it welcomes approximately 1,000 business and government delegates from more than 60 cities of the Asia Pacific for the 10th 2015APCS.

Treasury's richly diverse team are looking forward to the event and seizing the opportunity to converse with international guests in their native language.

Treasury's VIP Services department alone speaks 25 languages between them, including Mandarin, Vietnamese, Malaysian, Japanese, Cantonese and Indonesian as well as Assyrian, Bosnian, Fijian, Hindi, Italian, Serbian and Spanish.

Echo Entertainment Group Managing Director, Queensland, Geoff Hogg, said Treasury has placed a particular focus on recruiting linguists to join its team of 1,600 employees after recognising the need for a multilingual team to meet growing global tourism needs.

“Brisbane is the gateway to the Asia Pacific region, and therefore it’s vital we continue to strengthen our connection with our regional neighbours and make advancements to effectively communicate with them in their preferred language,” Mr Hogg said.

In 2014, Australia experienced an 8% surge in international tourism to a record 6.4 million visitors aged 15 years and over, according to Tourism Research Australia.

In particular, visitation from Asian markets increased substantially with visitor numbers and their total trip spends both up 11%.

To cater for this strong and growing international market, a total of 71 different languages are spoken across Echo Entertainment Group’s three properties - Treasury Casino & Hotel in Brisbane, Jupiters Hotel & Casino on the Gold Coast and The Star in Sydney.

Queensland Tourism Industry Council (QTIC) CEO Daniel Gschwind said frontline team members in the tourism industry are often the first point of contact for our international visitors, highlighting the need companies to employ multilingual staff to best serve their guests.

“With international tourism projected to more than double in the next 20 years, it’s important for companies, especially those in the leisure and hospitality industry, to expand their multilingual, international staff to attract business and leisure guests to their properties and better accommodate international visitors’ needs,” Mr Gschwind said.

“I urge tourism businesses to take note of the growth in international tourism as overseas visitors spend nearly seven times as much as domestic travellers per trip and they are likely to stay in hotels and remain in their destinations for longer periods of time.”

In Queensland, tourism contributes \$23 billion to the state’s economy and more than 241,000 Queenslanders are directly and indirectly employed within the tourism industry. Tourism is the second largest export earner for Queensland and already delivers one in every 12 dollars to the state’s economy through tourism spending.

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