



Let the spending begin

‘A real vibe is starting to build there’s a sense of excitement’

By JESSICA JOHNSTON
V8s reporter

A MULTI-MILLION dollar spending frenzy will begin in Townsville this week as V8 fans converge on the city.

Fish and chip shops, classy restaurants, hotels, tour operators, boutiques and souvenir shops are all gearing up as over 100,000 fans converge on the city centre.

About 70 local residents will also benefit from the tourism boom, after hiring out their homes to fans for anywhere up to \$800 a night, while real estate agents also expect to cash in from the exposure.

Ingham Road Seafood co-owner Mark Partland said the benefits from the event would be two-fold, supplying both restaurants and locals with seafood.

“We are fortunate enough to be supplying fresh seafood to some of the caterers

of the corporate areas at the race track for the three days,” said Mr Partland.

“In addition, we are anticipating that retail and wholesale trade will boom during the week as the locals who aren’t going to the V8s will be having barbecues with their friends to watch the race on TV. “The restaurants that we supply seafood to will also be full to the brim, so we expect that visitors will want to sample one of North Queensland’s most famous cuisines while they’re in the region.”

Townsville Enterprise destination marketing and development general manager Brent Randall said the event would inject ‘several million dollars’ into the local economy.

“It’s hard to put a dollar figure on it, but we know it’s going to have a dramatic and positive impact on the business community,” Mr Randall said.

“Accommodation houses are going to benefit from the weekend, most in Townsville are close to capacity.

“Because of the carnival feel, hospitality will be well patronised, restaurants, cafes, nightclub and entertainment venues will do very well.

“There is no question that people will not just go to the race, they will look around businesses, they can expect a few more people with their wallets open.

“There is a real vibe starting to build, there’s a sense of excitement and anticipation. I think the business community is ready.

“It is a lot of free advertising, it will be interesting to see after the event, just how much publicity it has generated, being telecast around the world.”

ReMax Excellence agent Lyn Griffiths said she expected the real estate would

benefit from thousands of potential investors or new residents viewing the city.

“To be able to show off Townsville and the region to new visitors and millions of spectators on television is the kind of exposure you only dream about.

“Regardless of whether or not you enjoy motorsports, it’s very hard to dispute the economic benefits and new opportunities that this event will open up for Townsville and North Queensland.

“The real estate market is bound to benefit with thousands of potential investors and perhaps new residents getting a chance to look around at what’s available while they’re in town.

“It won’t be long before Townsville becomes a popular choice as a winter getaway location for lock-up-and-leave investors from colder parts of Australia.”



DEMAND BONANZA . . . Mark Partland of Ingham Road Seafoods

Photo: SUZANNE LOWE