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MEDIA RELEASE

MOUNT ISA AIRPORT CONTINUES SPONSORSHIP OF LARGEST RODEO IN SOUTHERN HEMISPHERE

Mount Isa Airport is proud to be a zinc sponsor of the 57th annual Mount Isa Mines Rotary Rodeo, for the 17th consecutive year.

With an illustrious history dating back to 1959, the Isa Rodeo has long been heralded as one of regional Queensland's premier tourism events, and as the largest rodeo in the Southern Hemisphere.

Mount Isa Mines Rotary Rodeo Manager Natalie Flecker paid tribute to Mount Isa Airport for their ongoing and long-term sponsorship of the event.

"We are so grateful for the support and partnership provided by Mount Isa Airport over the past 17 years," said Ms Flecker.

"The relationships we share with our corporate sponsors, such as Mount Isa Airport, are critical to the ongoing success of the event."

The event has grown enormously since 1998 when Mount Isa Airport came on board as a sponsor, with a minimum of 500 competitors taking part each year. In 2014, 650 competitors took part in the iconic event.

Mount Isa Airport Chief Operating Officer Craig Shaw recognises the significant role the Mount Isa Mines Rotary Rodeo plays in driving visitor numbers to the region during the event period.

"Last year, the airport saw an increase of 14% in passenger numbers during the week of the rodeo, when compared to the immediate weeks before and after the event," said Mr Shaw.

"As one of the primary entry points to the region, we take great pride in welcoming the thousands of visitors who return annually to enjoy one of outback Australia's premier tourism events."

The event kicks off on Friday, August 7, and continues through to Sunday, August 9.

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