



MEDIA RELEASE

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TOURISM INDUSTRY SPOTLIGHT ON YARRA VALLEY & DANDENONGS

Next month the Yarra Valley and Dandenongs will be cast into the national spotlight when the regional tourism practitioners from around Australia meet to debate, discuss and determine the future of the industry at the ***2010 Australian Regional Tourism Convention***.

The Convention, to be held ***August 16 -20, 2010*** is unique in that it is inclusive of all industry stakeholders – operators, local government, regional and state tourism organisations, federal government and researchers.

Features of the Convention include field trips, participative sessions, case studies, expert panels, professional development workshops and keynote addresses by luminaries of industry. Delegates will have opportunity to make a real contribution to the outcomes of the Convention which will be used to inform the political and research agendas of tourism stakeholders nationwide.

Yarra Valley and Dandenongs Marketing Limited (YRRML) is a major supporter of the Convention and encourages all those involved in tourism in the region to attend. “This is a very important event for our region in terms of offering local tourist operators invaluable networking opportunities. The event offers only one of the very few opportunities where stakeholders from all facets of the industry – operators, local government, regional tourism organisations, state tourism organisations and federal government can come together to discuss real regional tourism issues, ” said Mark Challis CEO YRRML.

Times are challenging for tourism in Australia - Figures recently released by Tourism Australia indicate that International visitors to Australia during 2009 remained steady despite the tough conditions for tourism globally. Meanwhile, a strong Australia dollar has seen many domestic tourists elect to travel overseas rather than holiday at home. These factors combined with the lagging effects of the Global Financial Crisis on discretionary spending mean that tourism operators all over the country are feeling the pinch.

However, there is also great opportunity for the tourism industry to take a great leap forward by coming together to debate, discuss and determine the key issues.

Registrations are available online at www.regionaltourism.com.au

www.yrrml.com.au

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