

Kiwis the Key to Boosting Tourism Success

Kiwis might be our arch enemy on the sporting field, but they may be our tourism salvation.

A partnership with New Zealand could be the fillip for boosting inbound visitor numbers according to the *Tourism Futures* report conducted by Roy Morgan research.

Commissioned for the *Tourism Futures* conference, the research surveyed industry operators, academics and government policy-makers from local, State and Commonwealth levels.

"To date we've probably thought we were good enough to go it alone," said tourism industry expert, Tony Charters who is convening the *Tourism Futures* conference.

"We are facing some real challenges at the moment. Both inbound and domestic visitor numbers are soft, and around 35 per cent of the industry surveyed thought teaming up with New Zealand could be the way forward."

The survey respondents also considered working in partnership with South Pacific destinations, with 25 per cent supporting the idea of co-operative marketing.

Supported by foundation sponsor Tourism Queensland, Tourism Australia and Gold Coast Tourism, the *Tourism Futures* conference, to be held from June 2 – 4 on the Gold Coast, is the pre-eminent conference for the tourism industry and sets the agenda for industry debate.

"We have secured some top-shelf international and local experts and have a broad array of workshops lined up for the conference," Mr Charters said.

"The idea of working with New Zealand, plus a myriad ideas and issues will be keenly debated and examined at the conference."

Development and infrastructure, the impact of climate change, aviation policy, technology and key marketing trends are just a few of the issues impacting the tourism industry to be addressed at the conference.

Mr Charters said *Tourism Futures* had adopted a 'build-your-own' conference format for days 1 and 3, with the emphasis on a less formal approach and more time for networking.

The conference will be held at Crowne Plaza Royal Pines Golf Resort & Spa, 2 -4 June.

For a full program and registration go to www.tourismfutures.com.au

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