

'MR COOL' HEATS UP TOURISM CONFERENCE

Leading international trend hunter Daniel Levine has joined the line up for this year's Tourism Futures National Conference where he will give delegates insights into what is the latest, hippest and coolest trends driving Australian tourism.

Independent market analysts Data Monitor found over 65 percent of consumers consider it important to feel 'cool' about their lifestyle. Daniel adds "This is especially true in the travel sector, where the experiential economy is paramount."

'Coolness' is a growing international obsession and one of our greatest economic drivers, however, to most travel professionals the concept of 'cool' is mystifying and elusive.

"No matter their age, everyone wants to be 'cool' and make 'cool' choices about their lifestyle," says Levine. "It is important that businesses understand trends that are driving their customers in order to make the most of their business opportunities."

Having cut his teeth writing the legendary Europe on \$50-a-day guide books, Daniel Levine has built a luminous career consulting with major travel industry players, publishing bestselling guidebooks, and producing travel television for HBO and NBC, as well as being a highly respected industry commentator.

"Daniel will make an important contribution to this conference," says Tony Charters, Tourism Futures convenor. "The market place is very complex and Australia has some real challenges ahead. Our inbound visitor numbers are not brilliant at the moment but we know Australia is a highly desirable destination. We need an edge on our competitors – something that tips travellers over the line into choosing an Australian holiday. Having an insight into what is 'cool' will definitely help."

The three day conference will be held on the Gold Coast at Crowne Plaza Royal Pines Golf Resort & Spa, June 2 – 4.

Also on the agenda are high priority issues for the industry including climate change, skills shortages and training, investment and development, marketing and technology.

For a full conference program and registration please visit:
www.tourismfutures.com.au

Media Contact: Michelle Farquhar – 0432 334 994
michelle@tonycharters.com

Initiated by Tourism Queensland, proudly sponsored by



ABN 224689 87596