

CLIMATE No. 1 CHALLENGE FOR TOURISM

The threat of climate change is making nearly half of the tourism industry seriously reconsider their business operations according to the latest industry survey, *Tourism Futures*, taken in the lead up to the *Tourism Futures* conference June 2 – 4.

Conducted by Roy Morgan Research, climate change was rated by 39 per cent of respondents as the single most important challenge facing the industry, ahead of oil prices, the economy, regional development and the skills shortage.

“The Great Barrier Reef, our beaches, rainforests and our other unique environments are all under threat from climate change,” says *Tourism Futures* convenor Tony Charters, who was one of the limited number of Australian’s who attended training sessions with Nobel Prize winning environmentalist Al Gore in 2006 and 2007.

“The tourism industry has an acute understanding of the pulling power of our natural assets; climate change places those assets under threat,” said Mr Charters.

“Half of those surveyed identified ecotourism as a key growth area and 75 per cent were working on reducing their carbon footprint.

“It is a critical issue which requires a significant effort with government and the private sector working in partnership. It is also a very high profile issue with consumers and they will reward with their business, operators who make a credible and meaningful reduction in their environmental impact,” said Mr Charters.

Managing climate change will be a key issue examined at the upcoming *Tourism Futures* conference which will embrace issues such as environmental impacts, accreditation, beachfront development, insurance and development policy.

Tourism Queensland is a foundation sponsor of the national Tourism Futures conference, to be held at the Crowne Plaza Royal Pines Golf Resort & Spa, 2 – 4 June.

For further information and registrations please visit www.tourismfutures.com.au

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