

Monday, 17 August 2009

Consumer Research and Market Winning Insights [Click here to view Abstracts & Biographies](#)

Building on the success of previous Tourism Futures programs, this full day forum will fulfil delegates' demand for latest knowledge and trends in consumer behaviour and industry responses has led to the creation of this full day forum.

Topics for the day will include consumer research, the latest on tourism branding, marketing and promotion. Presentations will inform delegates of trends and insights into market leading initiatives in domestic, international and niche marketing. The program will ensure extensive opportunities for discussion and interaction with speakers, via facilitated panel discussions. This workshop is essential for all tourism marketing practitioners and researchers.

Facilitator

Greg Hywood, Chief Executive, Tourism Victoria

9.00 - 9.30 Catharine MacIntosh, CEO, Zero Baggage

The future of travel takes Zero Baggage

9.30 - 10.00 Jo Farquhar, Senior Consultant, TNS

The domestic dilemma: how can we grow the domestic holidaying market?

10.30 - 10.30 Prof. Peter Murphy, Emeritus Professor, La Trobe University

The Short-Break Holiday Market: Developing a Competitive Destination Strategy

10.30—11.00

Morning Tea

11.00 - 11.30 Daniel Gschwind, CEO, QTIC

Encouraging Professionalisation and Enhancing Quality of the Industry through Training Programs

11.30 - 12.00 To be confirmed

12.00 - 12.30

Panel Discussion - Consumer Research

12.30—13.30

Business Lunch

13.30 - 14.00 Elisa Backer, Lecturer in Tourism, University of Ballarat

The emerging market in Australia in the wake of the economic crisis

14.00 - 14.30 Tommaso Zanzotto, President, TZ Association Ltd.

Tomorrow's Travel Consumer.

14.30 - 15.00 Ian Macfarlane, Managing Director, IM Strategy Pty Ltd

Marketing myths: Entrenched beliefs that have impeded the effective marketing of Australia and New Zealand

15.00—15.30

Afternoon Tea

15.30 - 16.00 Tim Jones, Marketing Manager of Australia and New Zealand, Tourism Australia

No Leave No Life

16.00 - 16.30 Tim Riches, Managing Director, FutureBrand Australia

Australia's International Marketing Challenges

16.30 - 17.00

Panel Discussion - Consumer Research