



Mr. John Aitken

Chief Executive Officer
Brisbane Marketing

Panellist
Leaders' Forum & Close

Maroochy Barambah

Songwoman
Turrbal People

Welcome to Country



**The Honorable
Bruce Baird AM**

Chairman
**Tourism & Transport
Forum**

Biography

For over 35 years, Bruce's impressive professional career has spanned the Australian Trade Commission service and the Parliaments of NSW and the Commonwealth.

Tourism and transport have been a major part of Bruce's career in both the public and private sectors. Bruce has been at the forefront of developing government policy and innovative funding approaches across the two sectors.

As the former Federal Member for Cook, Bruce chaired a number of Federal Government committees including the 'Friends of Tourism', which championed the cause of the tourism sector and helped TTF secure record Government funding through the Tourism White Paper; the House Standing Committee on Economics, Finance and Public Administration; National Retail Inquiry, Joint Standing Committee on Trade; Joint Standing Committee on the Australian Crime Commission; Government Committee on Small Business, Tourism, Sports and the Arts;

Parliamentary Branch of Amnesty International and the Parliamentary Christian Fellowship.

Bruce also led several delegations including: European Union Parliamentary Delegation (2000), Central European Trade Delegation (2003), Gulf States Trade Delegation (2004), North Africa Trade Delegation (2005), Australian Representative-United Nations General Assembly (2006) and the Mexico Trade Delegation (2007).

Abstract

"International Education and its Future Impact on Tourism"

From 230,000 students in 2002 to more than 400,000 in 2009, Australia's international education sector was worth \$17.2 billion in 2008-09, generating substantial income and employment. Among the positive aspects of this growth are an enhanced cultural richness, strengthened diplomatic ties and economic benefits. At the same time this extraordinary growth has put pressure on the sector, leading to some significant challenges. Consequently, reforms were needed to ensure the sustainability of the sector, guarantee Australia's reputation for quality education, achieve better regulation and attract, support and protect international students.

The key reforms which have emerged from the review of the *Education Services for Overseas Students (ESOS) Act 2000* will ensure that students are better supported through access to improved information, better management of education agents, stronger consumer protection mechanisms and enhanced support to study and live in Australia.



Mr. Nick Bryant

Correspondant
BBC World News

Biography

Nick Bryant was educated at Wellsway Comprehensive school on the outskirts of Bristol.

He went on to study Architecture and Modern History at Churchill College, Cambridge; completed a PhD in American politics at Balliol College, Oxford; and was a visiting scholar at the Massachusetts Institute of Technology.

After writing for the Independent and the Daily Mail, he joined the BBC as a news trainee in 1994.

He worked as a reporter for Radio Five Live, then was made a Washington correspondent in 1998. He became the BBC's South Asia correspondent in 2003.

Stories include the assassination of Yitzhak Rabin; the signing of the Good Friday Agreement; the impeachment of Bill Clinton; the disputed 2000 presidential election; the Washington sniper killings; the attacks of September 11 and their aftermath; the SARS outbreak in Canada; the Bam earthquake; Afghanistan's first presidential election; the Asian Tsunami; the Pakistan earthquake; the slide towards civil war in Sri Lanka and the Nepal's 'Ringroad Revolution.'

He has reported from Ground Zero in New York; Guantanamo Bay; the Line of Control in Kashmir; the DMZ on the Korean peninsula; the border region between Afghanistan and Pakistan; Rwanda; Gaza; Russia; Israel; Egypt; Tanzania; Japan; Argentina; and China.

Facilitator

Leaders' Forum & Close



Mr. Tony Charters

Convenor

Tourism Futures National Conferences

Biography

Tony Charters has over 25 years experience in nature based recreation and sustainable tourism planning, development and management across the public, private and non government sectors. Over the past 15 years he has contributed significantly to the development of more sustainable practices and professionalism within the tourism industry, both nationally and internationally. Tony has a history of innovation and success conceiving and contributing to leading edge projects that have pushed the boundaries of protected area management and sustainable recreation and tourism. These include:

- developing benchmark ecotourism initiatives;
- providing leadership in industry development;
- driving strategic and destination planning for sustainable tourism; and
- initiating stakeholder engagement and partnership development.

He also undertakes industry conferences driven by policy agendas and relevant current industry issues. He initiated the Sustainable Economic Growth for Regional Australia national conference, now in its twelfth year, and continues to successfully convene the Tourism Futures Conference now in its seventh year. He has also convened many national and international conferences for Ecotourism Australia and is currently the convenor of the organisation's Global Eco Asia-Pacific Tourism Conference.

Tony serves on Board of Ecotourism Australia and the Advisory Board of The International Ecotourism Society.



**The Honorable
Martin Ferguson AM MP**

Minister Resources, Energy and Tourism

Biography

Martin Ferguson was first elected to the Federal Parliament in March 1996. Since being elected, Martin has served as a member of the Labor's front bench. Initially he was Shadow Minister for Employment and Training. He has also occupied the positions of Shadow Minister for Employment, Training, Population and Immigration; Shadow Minister for Employment, Training and Population; Shadow Minister for Regional Development, Infrastructure, Transport, Regional Services and Population; Shadow Minister for Regional and Urban Development, Transport and Infrastructure; Shadow Minister for Primary Industries, Resources, Forestry and Tourism and Shadow Minister for Transport, Roads and Tourism.

Following the Australian Labor Party's win in 2007, Martin has been appointed to Cabinet as Minister for Resources and Energy and Minister for Tourism. Prior to entering Parliament, Martin was the president of the Australian Council of Trade Unions (1990-96) and vice-president (1985-90).

From 1990-96, Martin was a member of the governing body of the International Labor Organisation.

Opening - Welcome



Ms. Sofie Formica

Host

The Great South East

Biography

The Great South East host, Sofie Formica began her television career at the age of 14 and hasn't looked back since. Her resume boasts appearances on Wombat, Saturday Disney, Now You See It (as Australia's first female game show host), Just Kidding, Home and Away, and she was an original member of The Great Outdoors.

In 1995, Sofie moved to Los Angeles and worked as a reporter on Extra, a national entertainment magazine show. During this time Sofie interviewed many Hollywood celebrities including Bruce Willis, Meg Ryan, Nicole Kidman and the cast of Friends.

With her profile rising, in 1999 Sofie was hand-picked by Oprah Winfrey and appeared in a 13 part series Oprah Goes Online.

Since that time, Sofie has taken a hiatus, returning to Australia with her husband Scott to raise their twins, Jack and Jessica and daughter Emily.

Sofie returned to Australian television as the first female host of Queensland's popular local travel show, The Great South East, she is also a presenter on Guide to The Good Life - a new national travel and lifestyle show for the Seven Network - and couldn't be happier!

Master of Ceremonies



Mr. Brett Gale

Executive Director
**Tourism & Transport
Forum**

Biography

Brett Gale was appointed Executive Director of TTF in 2009. He has almost twenty years' experience in senior roles comprising: policy, issues management, crisis management, communication and project management in the government, corporate and education sectors.

Before joining TTF, Brett was Chief of Staff to a Cabinet Minister in the Rudd Government. In this position Brett played a key advisory role in shaping the Rudd Government's economic reform agenda.

Previously he was General Manager Corporate Affairs for NRMA Motoring & Services, Australia's largest member based organisation. He has worked in politics at both the State and Federal level for many years and played a senior role in organising the Sydney Olympics. Whilst working at Yale University in the United States, Brett established the Office of International Affairs, the first office of its kind at an Ivy League institution.

Brett holds a Bachelor of Economics degree from Sydney University and a Masters of Public Administration from Harvard University.

Abstract

"Addressing the Tourism Trade Deficit"

The Australian Tourism Satellite Account shows that from a trade surplus of \$3.6b in 2001-2, Australia in 2008-9 suffered a tourism trade deficit of \$3.9b.

This presentation will outline two major TTF initiatives to improve investment in the Australian tourism industry and address the trade deficit.

The first, a major research project with economist Saul Eslake which highlights the need for tourism to become a major focus of economic development.

Secondly, work undertaken through a federal government TQUAL grant to improve the recognition of tourism in state and local government planning codes. This work aims to improve the viability of tourism as an investment class and drive new product.

Brett Gale is the Executive Director of the Tourism & Transport Forum and a former Chief of Staff to a federal minister.



Ms. Lyndel Gray

*Executive Director & General
Manager*
Tourism NSW

Biography

Lyndel Gray is the Executive Director and General Manager of Tourism NSW. Lyndel is responsible for the marketing and development of Sydney and NSW as major tourist destinations domestically and internationally.

Lyndel joined Tourism NSW in 2005 as the Director of Strategic Operations and took up the position of Chief Operating Officer and Director of Marketing in 2006. She was appointed Acting Executive Director and General Manager in June 2008.

Prior to joining Tourism NSW Lyndel was the Executive General Manager at the Australian Tourism Commission, responsible for its operations throughout Europe, the Americas, New Zealand, South Africa and the Gulf States. Before taking on that role, she lived in New York and then Los Angeles from where she ran the Australian Tourism Commission's operations in North America for more than a decade.

In 2001, Advertising Age USA placed Lyndel in its Top 100 Marketers list, recognising her work leveraging the Sydney 2000 Olympic Games in the United States.

Panellist

Leaders' Forum & Close



Mr. Anthony Hayes

CEO
Tourism Queensland

Biography

Anthony joined Tourism Queensland in 2005 as Executive Director International Operations after a long career in management with Qantas, which included heading up the Airline's German and Austrian operations, Industry Sales for New South Wales, Product Development, Tourism Marketing and Corporate Sponsorships. He was also Assistant to Managing Director James Strong.

Anthony was appointed Chief Executive Officer in September 2007 after acting in the position for three months.

Anthony has served on several tourism industry body boards of management including the Australian Tourism Export Council, Sydney Visitors and Convention Bureau and Tourism Tropical North Queensland. He is currently a board member of Queensland Events Corporation and Brisbane Marketing.

Abstract

"Innovation & Leadership - the role of a State Tourist Office"

Over the last 12 months, the global tourism industry has experienced one of its toughest years in recent history.

Now, even more than ever, it is critical for State Tourist Offices to play a significant leadership role, through creativity, partnerships and industry collaboration.

Tourism Queensland's initial goal was to become the lead creative organisation for tourism in Queensland. This has since been expanded to become one of the lead creative organisations in Australia.



Mr. Gregory Hywood

Chief Executive
Tourism Victoria

Biography

Mr Gregory Hywood took up his position at Tourism Victoria in June 2006. He is one of the country's most experienced communications industry executives, having managed three of Australia's leading newspapers during periods of major strategic restructuring.

Mr Hywood was appointed Deputy Secretary (Brand, Communications and Tourism) at the Department of Innovation, Industry and Regional Development in early 2008. He holds this position in conjunction with his role at Tourism Victoria.

He worked in the media for three decades and had a distinguished career with Fairfax. Mr Hywood spent 17 years as a journalist with the *Australian Financial Review* and was appointed editor, then publisher and editor-in-chief in the early 1990s. This was followed by positions as publisher and editor-in-chief of the *Sydney Morning Herald* and *Sun Herald*; then publisher and editor-in-chief of *The Age*.

Before joining Tourism Victoria, Mr Hywood was Executive Director Policy and Cabinet with the Victorian Government's Department of Premier and Cabinet.

Panellist

Leaders' Forum & Close



Ms. Michele Levine

Director
Roy Morgan Research

Biography

Michele Levine joined Roy Morgan Research in 1984 as Co research Director of the Australian Values Study. She has extensive experience in social research. Prior to joining Roy Morgan Research, where she worked in several large social research projects with the University of Melbourne, Washington University, St. Louis, and the Institute of Family Studies.

Michele Levine played a major role in the initial development and implementation of the Roy Morgan Values Segmentation analysis (a powerful research tool which uses values to provide an understanding of people and the choices they make).

With over 20 years of experience in the field of research, Michele Levine has designed and implemented hundreds of surveys and research programmes. As CEO of Roy Morgan Research, Michele has directed and been responsible for the quality of the research conducted at Roy Morgan Research.

Abstract

"Consumer Trends - the big picture"

There are many consumer trends that are affecting the Australian tourism industry, including changing leisure patterns, multiculturalism, and the changing role of women along with the associated 'time poverty'.

However the most fundamental change has been the growth in internet usage, with many Australians now using it for social interactions, as an information tool, and as a convenient way to shop.

Online holiday and travel bookings have grown rapidly over the past decade with more Australians now using the internet than booking in person or booking on the phone. In addition, many people use the internet to research their destination before their trip and to share their experiences when they return.

Roy Morgan Single Source can assist tourism marketers to understand who the techno-savvy consumers are, and to identify which technologies, devices, and websites are gaining popularity.



Mr. Rohan Lund

CEO
Yahoo!7

Biography

Rohan is the CEO of Yahoo!7 and Chairman of Yahoo!Xtra in New Zealand.

Rohan is a director of Yahoo!7, Wireless Broadband Australia (Australia's first 4G network), engine Limited (Australia's largest VoIP operator) and the former Chairman of the Internet Advertising Board.

Previously, Rohan was Director, Digital Media and Strategic Investments for Seven Network Limited with responsibility for corporate strategy and digital investments across the broader Seven group.

Prior to joining Seven in 2004, Rohan was Strategy Director with SingTel Optus.

Abstract

"The Future of Online"

As technology innovation continues at a rapid pace it's ultimately consumer behaviour that will decide on which technologies live, and which die. People will use technologies that enhance their lives and help them to connect to the people and things they care about. So what is the future for online, especially in relation to the travel industry? What does the travel industry need to know, (and need to ignore) when it comes to online.



Mr. Andrew McEvoy

Managing Director
Tourism Australia

Biography

Andrew McEvoy returned to Tourism Australia in January 2010 to take up the role of Managing Director, following almost three years with the South Australian Tourism Commission (SATC) as Chief Executive.

Andrew has more than 15 years of tourism specific marketing experience, which includes driving major initiatives for state and national tourism bodies to deliver significant results.

Most recently at the SATC, Andrew was responsible for managing the Commission through its biggest change in 10 years.

This included a renewed focus on better marketing, attracting more airlines, improving and developing SA's events calendar and working with investors to see the development of a more appealing SA. As a result, the State's tourism expenditure grew by 20 per cent on the back of a fully integrated marketing, events, access and infrastructure program.

Prior to this Andrew was part of Tourism Australia's executive management team where he was responsible for overseeing various aspects of the business operations. Some key achievements include: driving tourism growth out of Australia's largest tourism market, New Zealand; marketing Australian holidays to Australians, including the implementation of the pilot program for *No Leave, No Life*; as well as helping the Australian industry to capitalise on the total tourism opportunity through niche programs, partnership marketing and trade events.

Abstract

"Driving Destination Marketing Innovation"

Rapid changes in technology and its impact on how travellers plan and book their holidays has created new opportunities and challenges for tourism marketers. Australia also must develop an even more appealing destination of tomorrow and create greater access to our Island nation.

These factors combined with increased competition from other destinations and ways that consumers can spend their leisure dollars demands new and innovative approaches to destination marketing.

Tourism Australia's Managing Director Andrew McEvoy will share a vision for Australian tourism marketing and development based on a goal for the industry that will ensure we all stretch performance.



Mr. Azran Osman-Rani

CEO
AirAsia X Sdn Bhd

Biography

In July 2007, Azran was appointed as Chief Executive Officer of AirAsia X, the world's first truly low-cost long-haul airline. He led the start-up team that developed the business plan, raised capital, secured relevant licenses and approvals, acquired aircraft and launched AirAsia X's first inaugural flight to the Gold Coast, Australia in November 2007.

Despite a tumultuous 2008 and 2009 in global aviation, AirAsia X has expanded from one aircraft to eight, tripling revenue and passenger volume to RM750 million and over 1 million passengers in 2009.

AirAsia X now flies to nine destinations in Australia, Greater China, Middle East and Europe – breaking many long-haul airline conventions and pioneering various innovative services. Even with its nascent aircraft fleet, AirAsia X operates with the world's lowest long-haul unit cost and the world's highest aircraft utilization. Its London route is the longest low-cost flight in service today.

Despite a lot of initial skepticism from industry observers, AirAsia X achieved positive operating cashflow in less than six months, ratcheted up over RM400 million in sales in its first year, and began operating with positive net profitability by the end of 2008.

AirAsia X is an associate of AirAsia Berhad, the public-listed largest low-cost airline in Asia. Through common shareholding, a long-term brand license agreement and shared services and resources, AirAsia X is able to capitalize on the strength of AirAsia's global brand, unparalleled short-haul feeder network in Southeast Asia, and scale benefits from shared operations.



Mr. Thomas Kahu

Director
Whale Watch Kaikoura

Biography

Thomas is a Director of Whale Watch Kaikoura and a member of the Kaikoura Charitable Trust, Whale Watch Kaikoura's major shareholder. Thomas was one of the original founding staff members and over his time with the company has built up a wealth of specialist knowledge and is familiar with the strategic, tactical and operational decision making processes undertaken in today's corporate environment. During his time with the company, he has performed many different roles covering areas of operations management, marketing, customer service, project management and strategic planning.

WhaleWatch Kaikoura Ltd has played a key part in the transformation of Kaikoura, a small coastal community located 2 hours north of Christchurch. A once dying community, Kaikoura has been given a second chance to blossom through tourism. Kaikoura was a town that hosted in the mid 1980s approximately 3,000 visitors per annum. Unemployment was high and it was a time of high uncertainty.

A group of local stakeholders decided to create a change and set up a Tourism business. A development born of necessity, driven by people high in hope and determination but low on capital the Whale Watch® business was brought to life. Created from very humble beginnings this business today is a thriving success. The community 20 years later is a renewed and exciting location, hosting today approximately 700 – 900,000 visitors per annum

Abstract

"The "Journey" of an Intergenerational Company "Whale Watch Kaikoura"

What I want to share with our Delegates is a journey of self determination fuelled by passion and hope against a backdrop of socio economic adversity. Through outstanding leadership & wise council a company was born that provided an economic base for its community, The families of that community & a future for the next generation.

The journey I want to share with you is the story of Whale Watch Kaikoura Ltd started by 4 families who mortgaged their houses with one vessel that carried 8 people today Whale Watch has 5 multi million dollar vessels carrying 100,000 P.A. all this has been made possible because of the collective contribution of outstanding "People".



Ms. Christine Prince

Chief Executive
Christchurch & Canterbury
Tourism

Biography

Christine Prince is the Chief Executive of regional tourism organisation Christchurch & Canterbury Tourism (CCT).

Christine started her career in the UK and has worked in positions for Unilever and British American Tobacco, working in Mexico, Costa Rica and Argentina before returning to London as International Brand Director for Benson & Hedges.

She then emigrated to Australia and initially worked for Lion Nathan before joining the advertising industry. An opportunity to work in the white South Sea Pearl Industry with Paspaley pearls as the International Marketing Director.

Christine moved to New Zealand five years ago and worked to develop international distribution for the Blue Pearl industry before taking a role as GM Marketing for the retail group – Postie Plus (PPGL).

CCT is recognised as the most proactive of all regional tourism organisations in international markets, with the most accomplished Convention Bureau in the country, and is acknowledged by peers as a leading i-SITE in New Zealand's visitor information network.

Panellist

Leaders' Forum & Close



Dr. Auliana Poon

Managing Director
Tourism Intelligence
International

Biography

Auliana Poon heads Tourism Intelligence International Ltd., a leading international consulting company that provides innovative solutions for the travel and tourism industry. Innovation, sustainability and competitiveness are the hallmarks of this consultancy.

Auliana Poon led the teams that developed the tourism policy and strategy for the new South Africa in 1996; developed strategies for trend-setting companies such as Sandals International (Jamaica) and Conservation Corporation (Africa); and developed the "tourism begins at home" programme that sparked the turn around in the Bahamas tourism industry in the early 1990s.

Auliana Poon also leads Tourism Intelligence International's technical support team in implementing the Euro 6 million Eco-Tourism Development Programme (2003-2007) in the Commonwealth of Dominica and in St. Vincent and the Grenadines (2007-2009).

In 2005, she undertook the competitive assessment of the Barbados Tourism Industry; developed the framework for the management and promotion of the Abu Dhabi tourism industry (2004); the Singapore Tourism Board (2003-2004); developed the Marketing and Human resource development strategies for Mozambique (2004-2005). She has provided critical support to the development of a UniVisa System (along the lines of Schengen) in the Southern African Region in preparation for World Cup 2010 and is responsible for the development of one of the Caribbean's leading resort brands in Africa.

Abstract

"The Changing Face of Travel and Tourism - implications for Australia"

Tourism has been one of the most remarkable economic and social phenomena of the last century. Travel and tourism is now the world's largest industry and all indications suggest that it will keep this position in the decades to come.

The new tourism revolution is being led by the more experienced, sophisticated and demanding consumer – the swofties, hippies, yuppies, bobos, DINKS, milkies, generation x'ers, echo boomers, creative class, the emerging markets and many others. Travel and tourism suppliers in Australia will need to respond creatively to the needs of the different types of consumers and create the right experiences required to meet and exceed their expectations.

This session will present very exciting material on some of the key market and consumer trends that are shaping and transforming the travel and tourism industry and the winning strategies that Australia needs to adopt to woo and wow the demanding and sophisticated travellers of the future.



Mr. Chris Richardson

Director

Access Economics

Biography

Chris Richardson is a Director of Access Economics and is one of Australia's best economists. Chris heads Access Economics forecasting and modeling unit and is the author of Business Outlook, widely acknowledged as the leader in its field of macroeconomic forecasting. His expertise includes the Australian and global economies, the Federal Budget, ageing and industry trends.

Chris writes the Business Review Weekly's Dashboard column. His comments on trends in the economy and their effect on business regularly appear in daily media coverage. Chris has provided tailored economic advice to the corporate sector for many years, assisting in the business planning for numerous private and public organisations.

His guest speaker appearances vary from conferences for one of Australia's leading banking institutions, to discussions with the Board of Directors for a major construction company.

Abstract

"The Coming Year - what next?"

Asia is leading the global recovery, and the related lift in business and consumer confidence has tended to be stronger in east and south east Asia than is yet true in the rest of the world.

Yet economic difficulties remain notable on the eastern and southern edges of Europe.

That suggests short term prospects are best among Asian nations (where recoveries are the strongest) and commodity exporters (who can sell into the emerging market / Asian strength).

Industrial commodity exporters – or at least those whose currencies are allowed to move with markets – are benefiting from currency strength that is lifting their purchasing power as tourists on world markets. Moreover, even though Japan's economy remains weak, the yen is strong, and the latter may yet prove to be the dominant factor in travel flows from Japan while that phase lasts.

However, the sector will remain hostage to short term swings in the \$A.



Mr. Taleb Rifai

Secretary-General

World Tourism Organisation (UNWTO)

Biography

Taleb Rifai (Jordan, 1949) was elected at the General Assembly (October 2009) Secretary-General and has begun his four-year term on the 1st January 2010. He assumed the functions of Secretary-General ad interim of the World Tourism Organization since 1st March 2009. He served as Deputy Secretary-General from February 2006 to February 2009.

Mr. Rifai has an extensive background in international and national public service, the private sector and academia. Prior to joining UNWTO he was the Assistant Director General of the International Labour Organization (ILO). Mr. Rifai has also served in several ministerial portfolios in the Government of Jordan: Minister of Planning and International Cooperation, Minister of Information and Minister of Tourism and Antiquity.

As CEO of Jordan's Cement Company, Mr. Rifai successfully led the first large-scale privatization and restructuring scheme in Jordan during the mid-1990's. Other positions he has held include Director of the Economic Mission to Washington DC and Director General of the Investment Promotion Corporation of Jordan.

Abstract

"Global Tourism Overview"

The economic outlook has clearly improved compared to 2009. Latest results suggest that tourism is also gaining momentum – international tourist arrivals grew by 7% worldwide in the first two months of 2010.

Yet, ongoing market volatility reminds us that we must remain vigilant as recovery is still fragile, uneven and easily reversible. Increasing unemployment is a major concern and the potential rise in taxation, as well as the phasing out of stimulus measures, as a consequence of growing public deficits, will put extra pressure on households and companies.

There are several challenges the tourism industry must face together. Yet, the horizontal nature of the sector makes it hard for it to speak with one strong voice.

Despite tourism's role in stimulating the global economy; enhancing employment, creating jobs and supporting development, the sector is still not sufficiently accounted for in global decision-making. We face a political challenge – making the case for tourism.



Mr Nick Talbot

Design Director
Seymourpowell

Biography

Nick Talbot – Design Director

Since joining Seymourpowell in 1994, Nick has developed the company's presence in transportation design, notably heading up the largest industrial design project we have ever undertaken – the £3m interior and exterior development of Midland Mainline / Bombardier's Meridian class 222 trains.

On a more stellar note, Nick has also worked on the interiors of the world's first private spaceship, to be launched by Virgin Galactic. Most recently, Nick has been involved with the visionary transport concept know as Aircruise - a giant, vertical airship powered by natural energy and designed to carry travellers in style and luxury.

Nick became a director at the group in 1999 and has been responsible for other major projects with clients such as Jaguar, Ford, Honda, Bell Helicopters, British Airways, Virgin Atlantic and Lufthansa Technik. Nick was also involved in the ENV project which created the world's first hydrogen-fuelled motorcycle.

About Seymourpowell – the shape of things to come

Seymourpowell is one of the world's leading design and innovation companies. Founded in 1984 by Richard Seymour and Dick Powell, the London-based group of award-winning designers has produced some of the 'milestone' products of the last two decades. The company is now part of the Loewy Group.

Seymourpowell is currently 80 people, combining a design studio, research centre, materials library and prototyping workshop.

Seymourpowell has a unique holistic approach to design and innovation, which combines in depth experience and up to date intelligence about people, markets and businesses.

The company has the ability to forecast and interpret the vital implications of behaviors and work out future scenarios to give its clients the confidence and reassurance they are making the right decision.

Abstract

"Innovative Approaches to the Future of Tourism"

Long term innovation can't be done quarter by quarter – all businesses need to plan with an eye on the very long term otherwise they run out of time to be truly innovative and get overtaken. Where to start? In my view, always with the customer, and with long - term trends.

Could consumers holiday from their own homes? What does 3D TV and beyond offer us for a quick break, and how can your businesses benefit from this possibility.

Slow may become the new fast – many people in the future will have more time on their hands, how will this affect the way we get around, and the cost? Can we make the 'getting there' at least as delightful as the 'being there'?

We are now beginning to see tourism in Outer space, but not yet inner space – what opportunities for tourism exist in our oceans beyond mega cruise ships and liveaboard diving? Is the Ocean the next true wilderness?



Ms. Maree Tetlow

Chief Executive
Tourism NT

Biography

Maree Tetlow was appointed Chief Executive of Tourism NT (formerly Northern Territory Tourist Commission) in March 2002. Prior to this, Maree has worked with a variety of destination marketing agencies spanning over 20 years. Since arriving in the Northern Territory Maree has successfully steered the organisation through some very difficult years following the collapse of Ansett Airlines, the S11 terrorist attacks and SARS.

The implementation of a five year Strategic Plan along with extra funding from the NT Government since 2003 has led to significant improvements in the tourism sector in recent times.