

The Maestro of Modern Tourism comes to Tourism Futures Australia

- Developed management and promotional framework for **Abu Dhabi** (04) and **Singapore** (03-04) tourism authorities
- Competitive assessment for **Barbados** (05)
- Involved in the development of a Uni Visa for the southern Africa region in preparation for **World Cup 2010**
- 6million (Euro) technical support for Eco Tourism Development in Commonwealth of **Dominica** (03-07) and **St Vincent & the Grenadines** (07-09)
- Developed tourism policy and strategy for new **South Africa** (1996)
- Strategies for trendsetting brands 'Sandals' in the **Caribbean** and 'Conservation Corporation' in Africa.
- Sparked the turn around in **Bahamas** tourism in early 1990s

Director of Tourism Intelligence International, **Dr Auliana Poon** has masterminded some of the most stunning success stories in world tourism over the past 20 years, and will be one of the keynote speakers at this year's **Tourism Futures** conference being held in Brisbane 5-7 July.

'The Icelandic volcano eruptions cancelling over 60,000 flights and stranding 7 million passengers this week is yet another colourful moment in the life of the tourism industry,' said Dr Auliana Poon.

'I am looking forward to my trip to Australia and seeing behind the scenes of one of the world's most desired destinations, and how you cope with the cornucopia of elements that impact our industry.'

Dr Poon is the co-author and editor of many publications including "Tourism, Technology and Competitive Strategies" which is a widely used reference book around the world, as well as a range of publication forecasting the travelling intentions of key markets such as Britain, Japan and the USA.

'The Australian tourism industry has a lot to gain from listening to the insights of a professional in Dr Poon's position,' said Mr Tony Charters, Tourism Futures Convenor.

'It is just the sort of objective assessment Australia needs. We've had a horror run for the past decade with many factors combining to make conditions very difficult. Dr Poon has worked very successfully in growing tourism destinations such as South Africa and the West Indies. Australia has survived the global financial crisis better than many of its competitors, but we have a long way to go. We look forward to Dr Poon's observations and external perspectives.

'We have a politically safe and stable country with unique natural assets and the capacity to provide unique high quality travel experiences , so we should be robust competitors in the global market.'

Tourism Futures is the premier national conference for the tourism industry, attended by key government policy makers, regional development professionals, aviation and tourism industry operators and academics.

The agenda is forward looking and will encompass the technology, online marketing, workforce development, sustainability and Indigenous tourism, alongside other key policy areas.

Further details can be found at www.tourismfutures.com.au

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