



Surfers Paradise Marriott Resort & Spa  
 GOLD COAST  
 17 -19 August 2009

PROGRAM  
 BROCHURE

# Tourism Futures

SEVENTH NATIONAL CONFERENCE

*Redefining the Future*





# Tourism Futures

## SEVENTH NATIONAL CONFERENCE

Check out the details at [www.tourismfutures.com.au](http://www.tourismfutures.com.au)

### Message from the Convenor

Tourism over the coming few years faces an array of challenges and opportunities never before experienced.

The current economic conditions are unparalleled in the history of the modern tourism industry. Threats from global pandemics are at worst wreaking havoc and at best driving cancellations. Government and community responses to Climate Change world-wide are creating challenges never before encountered. There are real fears that trade barriers are emerging under the guise of climate change response.

Opportunities abound also - technology is coming to the fore in energy management - an area vital to the tourism industry. Emerging online communication modes are growing at an enormous rate and change forever the way the tourism industry attracts and engages with its customers. The Asia-Pacific and Indo-Pacific regions offer immense trade opportunities.

As destinations and individual businesses alike seek out recovery, growth and profitability it is vital that they are armed with knowledge of the latest consumer trends, technology, demographic and societal movements. Also critical is knowledge of their competitors' forward strategies.

The 2009 Tourism Futures will develop the theme "Redefining the Future". This recognises the fundamental nature of the changes currently facing the industry and the new opportunities that are on the horizon. Policymakers, operators, researchers and key partners delivering infrastructure need to work together on redefining our Tourism Future.

Tony Charters  
Convenor

### Principal Sponsors



Tourism Futures Partners:



### Day One

- **Consumer Research and Market Winning Insights:** fulfils delegates' demand for latest knowledge and trends in consumer behaviour and industry responses including consumer research, the latest on tourism branding, marketing and promotion.
- **Tourism Online - Marketing and Distribution:** known for its world class speakers and opportunities for delegates to learn, discuss and engage with leaders in international and national marketing, technology and distribution. Delegates will obtain insights into the latest trends, technology and tools.
- **Sustainability and Climate Change:** examines the latest data and analysis of tourism's most pressing environmental issues, planning for the future and mitigating change, the role of strategic alliances, managing crises and unexpected events, the future of tourism in Australia's protected areas, aviation and sustainability.
- **Destination Management - Policy and Development:** addresses topics including developing innovative policy, skills and workforce issues, Australia's product base and quality, infrastructure issues, business case studies and air access. This forum examines the supply side of the tourism industry and is a must for planners, policy makers and investors.
- **Business Events Tourism:** obtain briefings on successful methods to build business events tourism in your destination and gain insights into future trends in this vital market segment.

### Day Two

- **Tourism Futures Topline:** the keynote plenary session is designed to provide global and national forecasts and trends related to 'Redefining the Future'. Invited leading keynote speakers will cover economic, demographic, consumer, marketing, sustainability and development fields. Two extended plenary workshop sessions will feature to encourage interactive discussion.

### Day Three

- **Charting the Future:** focuses on the question "What do we do about it?" A morning plenary forum of industry leaders followed by a series of topic specific workshops to explore the best business, research and policy response to issues raised. The Morning Plenary is followed by interactive half day workshops designed to provide the connection between Day 1 & 2, determine future trends, and develop recommended forward actions for the Australian tourism industry. The final plenary session will include a brief report back from each of the workshops followed by interactive discussion and development of a forward action plan.

Significant Sponsor:



Happy Hour Host:



# TOURISM FUTURES - AT A GLANCE

Sunday 16 August

19:30-22:30 Networking Dinner

## DAY ONE

Monday 17 August

### 09:00-17:00 Best Practice Forums

Choose one of the following five forum topics:

- Tourism Online - Marketing and Distribution  
Facilitated by Liz Ward, CEO, ATDW
- Destination Management - Policy and Development  
Facilitated by Wayne Kayler-Thomson, CEO, VECCI
- Business Events Tourism  
Facilitator to be announced
- Sustainability and Climate Change  
Facilitated by Olivia Wirth, Executive Director, TTF Australia Ltd
- Consumer Research and Market Winning Insights  
Facilitated by Gregory Hywood, CE, Tourism Victoria

### 18:00-20:30 Welcome Cocktail Reception

Hosted by Gold Coast Tourism



Supporters:



## DAY TWO

Tuesday 18 August

### TOURISM FUTURES TOPLINE

#### 08:30-09:00 Official Opening

#### 09:00-09:30

**Chris Richardson**, Director  
Access Economics Pty Limited  
*Macroeconomics in both the Australian and Global Markets*

#### 09:30-10:00

**Michele Levine**, Chief Executive Officer  
Roy Morgan Research  
*Consumer Trends in the Australian and Global Markets*

#### 10:00-10:30

**Brand Ownership and Staff Retention** – *leading industry identity to be announced*

#### 10:30-11:00 Morning Tea

#### 11:00-11:30

**Anthony Hayes**, CEO  
Tourism Queensland  
*The Future of Online Marketing*

#### 11:30-12:00

**Dr. Stefan Gössling**, Professor  
Department of Service Management  
Lund University Sweden  
*Tourism and Climate Change: Challenges and Opportunities*

#### 12:00-12:30 Expert Panel – Interactive Discussion

#### 12:30-13:30 Lunch

#### 13:30-14:00

**Ann Sherry AO**, CEO, Carnival Australia  
*Product development of the cruise industry over the next 10 years*

#### 14:00-14:30

**Tania Major**, Young Indigenous Leader  
*Indigenous involvement in the tourism industry*

#### 14:30-15:00

**Daniel Levine**, Avant-Guide Institute, New York  
*Turning Green into Gold: how the Australian travel industry can harness the green economy to attract visitors and boost its brand image*

#### 15:00-15:30 Afternoon Tea

**15:30-16:00 Strategies to redefine Australia's place in the global business events market** – *leading industry identity to be announced*

#### 16:00-16:30

**Greg Duffell**, President & CEO, PATA  
*Engaging with the Asia and Indo-Pacific regions*

#### 16:30-17:00 Expert Panel – Interactive Discussion

**17:00-18:00 Happy Hour** – *Lobby Lounge Surfers Paradise Marriott Resort & Spa*

**19:30-22:00 Industry Leaders Networking Dinner**  
– *Surfers Paradise Marriott Resort & Spa*  
Featuring a Parkinson style interview with three leading identities by Nick Bryant, Sydney Correspondent, BBC World News

## DAY THREE

Wednesday 19 August

### CHARTING THE FUTURE

#### 09:00-10:30 Leaders' Plenary Forum

– *Plenary Panel Session*  
Facilitator: Nick Bryant, Sydney Correspondent, BBC World News

#### 10:30-11:00 Morning Tea

#### 11:00-12:30 Half Day Workshops

Choose one of the following five workshops:

- Tourism Online - Marketing and Distribution  
Facilitated by Liz Ward, CEO, ATDW
- Destination Management - Policy and Development  
Facilitated by Wayne Kayler-Thomson, CEO, VECCI
- Business Events Tourism  
Facilitator to be announced
- Sustainability and Climate Change  
Facilitated by Olivia Wirth, Executive Director, TTF Australia Ltd
- Consumer Research and Market Winning Insights  
Facilitated by Gregory Hywood, CE, Tourism Victoria

#### 12:30-13:30 Lunch

#### 13:30-15:00 Half Day Workshops continued

#### 15:00-15:30 Afternoon Tea

**15:30-17:00 Report Back and Close** – *Plenary Discussion and Action Plan*

**17:00-18:00 Happy Hour** – *Lobby Lounge Surfers Paradise Marriott Resort & Spa*

#### 19:30-22:00 Networking Dinner





# Tourism Futures

## SEVENTH NATIONAL CONFERENCE

Speaker info at [www.tourismfutures.com.au](http://www.tourismfutures.com.au)

### Venue

Tourism Futures will be held at the Surfers Paradise Marriott Resort & Spa which is situated at the heart of the Gold Coast, one of the fastest-growing regions in Australia.

### Contact

[www.tourismfutures.com.au](http://www.tourismfutures.com.au)

**Management Solutions (Qld) Pty Ltd**

Conference Secretariat

[info@managementsolutions.net.au](mailto:info@managementsolutions.net.au)

**Hotline: 07 3210 0021**

*"Tourism Futures is one of the sustainable parts of this industry, it has really carved out a niche. It is an area where you can come and talk about serious issues to serious people. Not something our industry has done enough of for many years."*

Christopher Brown  
Managing Director  
Tourism and Transport Forum.



### Outstanding Speakers & Facilitators

Below is a sample of the diverse array of national and international speakers and facilitators assembled for forums, plenary sessions and workshops.



**Chris Richardson**  
Director  
Access Economics Pty Limited



**Dr. Stefan Gössling**  
Professor  
Department of Service Management  
Lund University Sweden



**Ann Sherry AO**  
CEO  
Carnival Australia



**Tania Major**  
Young Indigenous Leader



**Greg Duffell**  
President & CEO  
PATA Bangkok



**Liz Ward**  
CEO  
ATDW



**Olivia Wirth**  
Executive Director  
TTF Australia Limited



**Greg Hywood**  
Chief Executive  
Tourism Victoria



**Wayne Kayler-Thomson**  
CEO  
VECCI



**Nick Bryant**  
Sydney Correspondant  
BBC World



**Daniel Levine**  
Executive Director  
Avant - Guide Institute  
New York



**Anthony Hayes**  
CEO  
Tourism Queensland



**Michele Levine**  
Chief Executive Officer  
Roy Morgan Research

*Tourism Futures is a green event, we choose to use products, suppliers and procedures that have less of an impact on the planet.*

International Keynote Host:



International Media Partner:



National Keynote Host:

