
Locals encouraged to join regional tourism convention

Local tourism stakeholders are encouraged to be a part of the Australian Regional Tourism Convention this October, where tourism professionals from across the nation will unite in Margaret River to share knowledge and ideas about regional tourism.

The annual convention, held in a different Australian town or city each year, features a diverse program of workshops, discussion panels and field trips.

The convention is organised by the Australian Regional Tourism Network (ARTN), with the support of the Augusta Margaret River Tourism Association (AMRTA) and Geographe Bay Tourism Association (GBTA).

Newly appointed AMRTA Chief Executive Officer Pip Close said she was really looking forward to Margaret River hosting this year's convention.

"ARTN Convention is the perfect opportunity to congregate with tourism network professionals from around Australia, and a great way to showcase the diverse range of extraordinary tourism product in the Margaret River region to tourism delegates from around the country," said Ms Close.

"For locals, this is a professional development opportunity not to be missed – ARTN Convention travels from state to state each year, so given that this year's Convention is right here in Margaret River, I strongly encourage all local tourism stakeholders to attend," she said.

ARTN Chair, David Sheldon, said he was very excited to be holding the convention in "stunning Margaret River" this year.

"WA has certainly been a place that delegates have been keen to visit, with many of our guests taking the opportunity to extend their stay," said Mr Sheldon.

"With nearly half of the tourism expenditure in Australia spent in regional destinations, over 18.8 billion dollars, the importance of the regional segment cannot be overlooked", Mr Sheldon said.

According to Mr Sheldon, the ARTN Convention program will cover key topics including leadership, digital technology and managing crisis.

"All perspectives are shared in open and honest discussions. Delegates explore ideas, brainstorm opportunities and debate travel trends... often over a glass or two of the local drop," Mr Sheldon said.

The ARTN convention runs from October 21 – 25, 2013 and will take place at the South West Institute of Technology and various other locations in the Margaret River region. To register for the convention visit www.regionaltourism.com.au/Convention.

ENDS

For further information please contact

Victoria Johnson
Marketing and Communications Coordinator
Augusta Margaret River Tourism Association
Phone: (08) 9780 5914
Email: communications@margaretriver.com

AUGUSTA MARGARET RIVER TOURISM ASSOCIATION INC.

100 Bussell Hwy, Margaret River, Western Australia 6285

T: +61 8 9780 5911 F: +61 8 9757 3287 E: welcome@margaretriver.com W: www.margaretriver.com

