

Dear Members and Industry Contacts

### South Coast Tourism Conference

The first ever tourism conference for businesses on the South Coast of NSW is quickly approaching. Have you registered to attend yet?

The South Coast Tourism Conference will be held at Bateman's Bay on Wednesday 23rd March from 8.30am-4.30pm. This is the first time a conference of this caliber has been created for the leisure and travel industry on the South Coast and many issues for the tourism industry will be covered at this event.

The event highlights the need for communities to rally together to make the tourism industry work for the businesses and the economic return to the community. Speakers from Google (Travel), EcoTourism Australia and Tourism NSW will offer information on ways businesses can gain more from the industry, as well as author and keynote speaker, Ms Catherine DeVyre, will provide an insight on how tourism is like climbing Mt Everest.

The topics for discussion at this conference are pertinent to today's tourism industry, as for over a decade we have not seen any substantial growth in this industry. Growth in tourism means growth to the economy of an area and it also engages all levels of government, having many side effects of town prosperity, business engagement and improved infrastructure.

Topics include: \*Domestic tourists and what do they want? \* Producing a brochure, what's effective, what's not \* 7 Strategies for Small Business Success \* The ever changing world of Google can help your business \* The Caravan & Camping Industry changes and lots more.

"This conference is a great opportunity for any business that benefits from visitors to our area" says Lori Modde, CEO of South Coast Regional Tourism Organisation. "Where else can you get so much up to date information in one place at one time, this conference is of great value for any business in tourism."

Following the conference, guests are invited to stay and network and also partake in the launch of the 2011 South Coast Tourism Awards process. This is the time where all businesses are invited to nominate their business or someone else's for recognition in the industry. Categories and criteria for the awards will be announced. Restaurants, cafes, B&Bs, farms, retail shops, conference centre's, attractions, hotels, motels, tour and charter operators are all encouraged to attend. The awards process will run from 5-6pm following the conference and is free for the industry to attend, however RSVP is required.

Please see attached flyers and registration forms for further details.

Kindest regards  
The SCT Team