

St. George Bank STATE OF THE REGION SUMMIT

REBUILDING MOMENTUM *from crisis to opportunity*

Tuesday 2 June 2009 @ James Cook University Campus, Cairns

TICKETS ARE SELLING FAST. BOOK NOW TO AVOID DISAPPOINTMENT
@ www.stateoftheregion.com.au or on 3366 0533

**Key industry leaders to meet the challenge of how to revitalize tourism
in Far North Queensland**

Daniel Gschwind, CEO of the Queensland Tourism Industry Council, will chair a special panel discussion on 'Roomitism' discussing just where the industry is going and what can be done to ensure its long term viability.

Panel members include: Michael Denton (CEO, Qld Events Corp), **Jeff Gillies** (TQ Zone Director), **Stephen Olle** (Chairman, Tourism Tropical North Queensland), **Ron Livingston** (Livingstone Tourism Marketing), **Col McKenzie** (Scuba Schools International) and **Angela Freeman** (Hartley's Crocodile Adventures).

Tourism is a vital driver of economic growth in the region and is facing the greatest pressures from the Global Financial Crisis, the flu pandemic and changing consumer demands. With the Cairns region feeling the inevitable flow-on effects of the current tourism downturn, there is an urgent need for the region to be more proactive in setting its own strategic tourism agenda by working collaboratively across both industry and government to develop new long term visions and supporting strategies that can best meet the needs, wants and desires of a quickly changing tourism marketplace.

Local consultant Bill Calderwood's report "*Repositioning Tourism North Queensland*" will be a key means of setting the scene for the panel discussion.

Places are limited! Book now at www.stateoftheregion.com.au

Email: info@stateoftheregion.com.au to unsubscribe.