

## Media Release

# Bookings open for Gippsland Tourism Week 2007

**Immediate Release**

**25 September 2007**

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Gippsland Tourism Week will be held from Monday 15 - Friday 19 October. This week long program of events for the tourism industry is a new initiative from Gippsland Tourism and Destination Gippsland. They are working in partnership with the Regional Tourism Associations, Industry and Local Government to provide industry and business development activities across the region.

GTW will include a series of packaging workshops, an international marketing seminar, the launch of the Gippsland Sustainable Tourism Project, a Gippsland Food, Wine & Agri Tourism Forum and the 3<sup>rd</sup> annual Gippsland Tourism Exchange (GTE).

The events will be held across Gippsland to ensure people have the best opportunity to access the latest information on marketing, product packaging, food & wine tourism. Most of the events will be free of charge however there will be a small cost associated with GTE as the signature event. They will be open to people who have an interest in the development of tourism in the region

"One of the highlights of Gippsland Tourism Week will be the Gippsland Tourism Exchange which will be held in Traralgon on Tuesday 16<sup>th</sup> October," said Chris Buckingham, Chairperson Destination Gippsland.

"The Gippsland Tourism Exchange will feature a keynote speaker, a choice of workshops on co-operative marketing and sustainable tourism as well as a special presentation from the Gippsland Tourism Industry Leadership Program." added Mr Buckingham.

Gippsland Tourism Week has been developed to give the industry an opportunity to learn about the latest developments in the sector, build networks across the region and improve their bottom line.

Mr Buckingham said: "We recognise that the industry is going through an exciting period of development and business is definitely improving. Gippsland Tourism Week gives us all an opportunity to work on our business, rather than in it."

"We will be launching the Destination Gippsland Industry Marketing Prospectus at GTE. The prospectus will give business the opportunity to participate in the very successful '*Inspired by Gippsland*' campaign."

'Destination Gippsland will also be launching the findings of the long awaited Gippsland Sustainable Tourism Project." he added.

Registration forms and program details for Gippsland Tourism Week are available on the Destination Gippsland Industry website - [www.destinationgippsland.com.au](http://www.destinationgippsland.com.au). For further information please contact:

Emma Harry, EMH Communications - [emhcommunications@bigpond.com](mailto:emhcommunications@bigpond.com).

### **Media Enquiries:**

Please contact Chris Buckingham on 0429 869 638

### **Gippsland Tourism Week - Program of Events**

#### **Monday 15 October**

- \* Gippsland Sustainable Tourism Project Official Launch, Grand Ridge Brewery, Mirboo North
- \* Gippsland Food & Wine Tourism Planning Forum, Grand Ridge Brewery, Mirboo North

#### **Tuesday 16 October**

- \* Gippsland Tourism Exchange, Premiere Function Centre, Traralgon

#### **Wednesday 17 October**

- \* Packaging Workshop, Foster Golf Club, Foster
- \* International Marketing Luncheon, Bis Cucina, Wellington Entertainment Centre, Sale

#### **Thursday 18 October**

- \* Packaging Workshop, Brandy Creek Wines & View Café, Drouin East
- \* Packaging Workshop, East Gippsland Shire Council Offices, Lakes Entrance

#### **Friday 19 October**

- \* Packaging Workshop, Powerworks, Morwell