

MEDIA RELEASE

File: 07/03/0007

Date of Issue: Monday 10 July 2017

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Tourism Trend Setters

Unlocking the trends that will shape the future of the tourism industry is the aim of a new business workshop being presented by Towong Shire Council and Tourism North East.

Designed for the Shire's tourism-related businesses, the workshop examines the latest in global lifestyle trends and discusses how these are expected to impact tourism businesses and their customers.

Towong Shire Council Mayor Cr David Wortmann said the presentation would reveal the future industry trends that would help tourism-related businesses promote themselves and leverage the region's visitor economy.

"This is a great opportunity to find out how Tourism North East is building awareness of our region and how operators can take advantage of it using the latest trends in the industry," he said.

"Understanding how your business fits into the broader tourism industry and how to actively become part of the network is essential for many businesses in our region. This workshop is designed to assist you in promoting your tourism business and attracting customers now and into the future.

"All businesses operating in Towong's tourism and visitor economy can benefit from this special workshop."

2017 Future Trends Presentation

When: Wednesday 19 July, 10am - 1pm

Where: Corryong Council Chambers, 76 Hanson Street, Corryong

Cost: Free (light refreshments included)

Bookings: Heidi Hodge 02 6076 2277 or visit <https://www.eventbrite.com.au/e/2017-future-trends-presentation-corryong-tickets-34647917855>

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