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MEDIA RELEASE

## Tourism partnership to boost profile of the Region

**Capricorn Tourism** and **Rockhampton Tourist and Business Information (RTBI)** announced today that they will be creating a **dual membership** structure to provide tourism operators in the Capricorn Region with a stronger marketing service and better access to local resources.

“The merging of membership between the two tourist organisations will steer the way ahead for the tourism industry by enhancing the various membership benefits available, as well as improving the efficiency of both organisations”, said Chairman of Rockhampton Tourist and Business information, Marc Barnbaum.

“The importance of building strong partnerships is a key message outlined in the recently published Queensland Tourism Strategy and is vital to promoting successful tourism development and sustainability in the Region”, said Grant Cassidy, Chairman of Capricorn Tourism.

Mr Cassidy said the partnership between the two organisations would help reinforce the Region’s reputation for using cooperative initiatives to promote tourism in the Capricorn Region.

“With dual membership now available for approximately 90% of tourism operators across the Capricorn Region, these partnerships will assist in expanding the marketing reach and profile of our region,” he said.

The move was welcomed by Rockhampton Mayor, Cr Margaret Strelow, who commended both organisations for their initiative.

“This is a logical step and will mean our tourism businesses have the best possible chance of promoting themselves and the region. It is all about working smarter with limited money,” she said.

The alliance means members of each organisation will now be able to take advantage of services provided by both Capricorn Tourism & RTBI. This includes destination marketing and locally focused information services and the promotion of tourist attractions and local operators.

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Contact:  
Mr Alan Chamberlain  
Capricorn Tourism  
4927 2055

Mr Tony Cullen  
RTBI  
4922 2855 or 0417 728 920