



## **CQ celebrates success of Tourism Week**

### ***Addressing climate Change***

Tourism operators from across Central Queensland have converged in Rockhampton to celebrate Tourism Week over the last few days.

Capricorn Tourism hosted the first *Tourism Week* in the Capricorn Region to highlight the importance that the tourism industry has in our community and to promote the opportunities available for businesses to become more involved in this exciting industry.

Alan Chamberlain, General Manager of Capricorn Tourism said “The week-long event has been very successful, offering a series of workshops with expert guest speakers who addressed issues surrounding marketing, business development, training, climate change and strategic planning. The response has been very encouraging and already we’ve been asked to host the event again next year”.

The board & senior executive team of Tourism Queensland also attended the events during week, along with a special appearance by ‘King’ Wally Lewis who launched a promotion in Rockhampton to highlight the Rugby League World Cup which will be played across Queensland and especially in Rockhampton in early November. Grant Cassidy, Chairman of Capricorn Tourism, welcomed these key industry representatives into Central Queensland saying “this has been the ideal opportunity to shine a spotlight on tourism in Central Queensland and as Chairman, I am proud of the way our region has stood up to the challenges that are currently facing our industry. By working together on these initiatives, we can make a significant difference for the benefit of our community and for the visitors who come into our region”.

Tourism Minister, Desley Boyle, also extended her congratulations on the week’s events, saying “Rockhampton is where it’s at this week” as the city hosted some of the state’s biggest movers and shakers.

Tourism Week culminated with the Central Queensland & Southern Great Barrier Reef Tourism Awards on Saturday 27<sup>th</sup> September (World Tourism Day).

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