



Grampians Tourism Grampians Tourism Industry Conference 2018 #GTIC2018

**Press Release
11 May, 2018**

Grampians Tourism hosts regional tourism conference in Hamilton

The Grampians region annual tourism conference will be held in Hamilton next month and will focus on innovation in marketing.

The Grampians Tourism Industry Conference will be held at the Hamilton Exhibition Centre on Wednesday 6 June and will bring together the best minds in the industry.

Guest speakers will share their expertise regarding the visitor economy and innovation in marketing with the conference aiming to help local tourism operators further develop their marketing skills to meet the demands of the changing visitor's expectations.

"We're excited that we've been able to secure so many expert speakers and peak industry leaders who offer extensive knowledge and experience in tourism," said Grampians Tourism CEO Marc Sleeman.

"Each speaker at this year's conference is a leader in their field providing local tourism operators the chance to learn from the best in the business."

"Tourism is vital to the regions economy and we have so many wonderful experiences to offer tourists in our great region. By working together with our industry, and having opportunities like this to learn together, it's a win-win."

Grampians Tourism is the peak body for tourism in the Grampians region. It encompasses and is directly supported by Ararat Rural City, Horsham Rural City, Northern Grampians Shire, Southern Grampians Shire. Its primary purpose is to deliver a coordinated approach to marketing, product development, infrastructure investment and industry development for the Grampians Region.

High calibre guest speakers will include CEO of Visit Victoria, Peter Bingeman, CEO of Parks Victoria, Matthew Jackson, CEO of the Victorian Tourism Industry Council, Felicia Mariani and leaders in marketing, The Digital Picnic and Alpaca Travel.

The Conference will take place on 6 June from 10 am – 4.45 pm at the Hamilton Exhibition and Conference Centre. Early Bird Ticket prices are \$99 until 23 May and \$129 after 23 May. If you are a volunteer or student the ticket price is only \$50. The conference fee includes the conference program, lunch and afternoon tea.

Grampians Tourism invites anyone with an interest in the visitor economy to attend this regional tourism conference.

Purchase your tickets at: <https://grampianstourism.com.au/tools-support/conference-workshops/>



Guest Speakers include:

Peter Bingeman

Peter was appointed CEO of Visit Victoria in May 2016. Over the last decade, Peter has held senior leadership positions across sales and marketing. Having spent time in Singapore and Malaysia, Peter is now an expert in global business, change management, and strategic marketing/sales.

Felicia Mariani

The CEO of VTIC, Felicia has experience across the public, private and Not-For-Profit sectors, most recently leading The Good Food Foundation. Felicia has been in senior management roles at Tourism Victoria, Managing Director at Australian Tourism Export Council and former CEO of Tourism Tasmania.

Matthew Jackson

Matthew joined Parks Victoria as CEO in February 2017. Matthew has extensive experience in environmental research, conservation, education, operational management and stakeholder relations. Prior to working at Parks Victoria, Matthew was CEO at Phillip Island Nature Parks for 6 years.

Cherie Clonan

Cherie is an award-winning digital marketer and director of The Digital Picnic. She has a proven track record of bringing significantly increased social engagement, community growth and transforming social accounts.

Zoe Manderson

Zoe is Co-Founder of Alpaca Travel – a travel itinerary tool helping the tourism industry unlock the power of maps to fuel discovery and encourage exploration. previously Zoë consulted across a range of industries on digital marketing, strategy and product innovation.

Marc Sleeman

Marc was appointed CEO of Grampians Tourism in July 2017, he has had 20 years experience in tourism, both in private industry and local government including roles in general management, marketing and sales with responsibility for strategic planning, events, visitor services and stakeholder engagement.

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