



Capital Country Truffle Festival

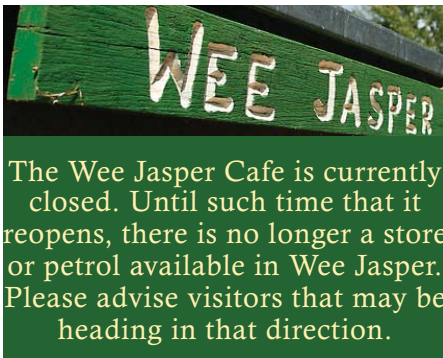
Virgin Blue Sky

Virgin Blue Airlines has increased its presence in the Canberra market, commencing direct daily services from Canberra to both Hobart and Townsville. The new flights compliment Virgin Blue's existing flights from Canberra to Brisbane (4/day), Melbourne (6/day), Gold Coast (1/day) and Sydney (8/day) and represent an increase of 10% in frequency to the Canberra market. Both Hobart and Townsville and brand new direct flight options from the ACT, with Virgin Blue the only non-stop service to the destination.

More Airport News

As the developments at Canberra Airport continue to unfold, you might be interested to see what's planned.

Visit www.canberraairport.com.au/air_new-Terminal/images/NewTerminalAnimation.wmv to see the interactive plans for the new terminal at Canberra Airport.



The Wee Jasper Cafe is currently closed. Until such time that it reopens, there is no longer a store or petrol available in Wee Jasper. Please advise visitors that may be heading in that direction.

Around the Region with Capital Country Tourism

Visitor Information Centre staff across the region have commented on the increased sightings of caravans and motorhomes in the region. After spending 9 days at the Sydney Caravan, Camping, 4WD & Holiday Supershow, it was evident that this particular touring market is not slowing down, with significant investments being made in campers, vans and motorhomes. As this market continues to grow, we need to be proactive in attracting and retaining them.

Capital Country Tourism will be representing the region at both the Melbourne and Brisbane Caravan and Camping Shows, during May and June, maximising the region's location on and proximity to the Hume Highway and other key roads and highways.

Consumer Show Update

Staff from Goulburn, Boorowa, Mittagong and Canberra Visitor Information Centres have been spreading the good word of all things Capital Country throughout April and May at the Sydney and Melbourne Caravan, Camping and Touring Shows.

Another team of Visitor Information Centre staff will be heading to the Brisbane Caravan, Camping and Holiday Show in June.

Whilst the region has a wide range of caravan and camping options available, these shows provide the optimum opportunity for anyone considering a domestic touring holiday to find out what they can discover on their travels.

Thanks to Jessica, Janene, Barbara, Will and Shirley for their contribution and enthusiasm in promoting the region at the Sydney and Melbourne shows.



NSW Tourism Minister, Jodi McKay meets with Jessica Aliffi & Sarah Dawson in Sydney

Positions Vacant

The Capital Region Development Board (CRDB), based in Queanbeyan, requires a part-time project officer to assist in the management of its film and television project in the region.

The CRDB is seeking a highly motivated person to fill this position who will have the following:

- Good communication skills, including the ability to liaise with a variety of stakeholders
- Well developed organisational skills
- Proficiency in a range of computer skills, such as email, website maintenance and databases
- Experience in the film industry is preferable but not essential

For further information contact Peta on peta@capitalregion.org.au or 6297 0955

Good News Stories

We are always on the lookout for good news stories, something quirky or changes to your business that you would like us to spread the word about.

Capital Country Tourism have extensive media contacts, and the more 'new' news we know about, the more publicity we can generate for the region.

Contact Us

We can assist with the development of funding applications, sourcing appropriate suppliers, and providing advise to your business. We have a range of consultants that we regularly work with, who can also assist your business. We are also a good sounding board if you want to throw some ideas around. Located at the Goulburn Visitor Information Centre, we are central to the region and only too happy to assist you and your business. Contact us on:
Ph: 4823 4807 / Fax: 4822 2692
E: capitalcountrytourism@goulburn.nsw.gov.au

Baby Boomer Tourism Summit

To be held in Sydney on the 25th May, the Baby Boomer Tourism Summit is aimed at industry who wish to define, understand and target active baby boomers. It is a timely discussion of growth opportunities, provided by this key demographic during the economic challenges facing the tourism industry.

Delegates at the summit will contribute to the discussion and debate; receive the latest information on trends and forecasts; obtain a strategic perspective on future directions; and receive updates on emerging best practice in targeting this group.

The structure of the summit is a one day plenary featuring invited leading keynote speakconsumer, marketing and development fields.

For more information visit www.boomersummit.com.au

Cycling in the Southern Highlands



New Mobile Website

Tourism NSW has developed a website designed specifically for mobile phones.

The site m.visitnsw.com has been developed to gauge the impact and use of mobile technology. The beta version contains information on NSW towns, 2838 individual listings for attractions and 170+ accredited Visitor Information Centres. This information is generated from the State Tourism Data Warehouse (STDW).

It has a number of innovative features including:

- Google Maps - to enable pin-pointing on mobile maps and offers turn-by-turn driving directions
- Ability to phone and email the attraction or accredited Visitor Information Centre with a single click
- Ability to click through to signposted attraction or accredited Visitor Information Centre websites

Feedback is encouraged and can be emailed directly to us, which we will then pass onto Tourism NSW.

Accolades Aplenty

Our very own **Bowral** was recently voted Australia's 7th best town by best-selling magazine Australian Traveller. Out of a shortlist of 300 towns, Bowral were ranked 7th in the top 100.



Congratulations to our neighbours who also received a mention - Kangaroo Valley (24), Jindabyne (32), and Tumut (84).

Around the Region with Capital Country Tourism

Federal Budget Tourism Implications

The annual Tourism Australia budget has been left unchanged from last year (\$136m), despite the fall in the Australia dollar that has effectively cut the level of inbound marketing that can be purchased by around 20%.

There is no specific or additional funding for business events, or for a National Business Event Strategy, as was proposed by industry.

TQUAL funding will drop from \$8.7m to \$3.2m in 2010/11 and will be discontinued at the end of that financial year.

The Export Market Development Grants scheme has been increased by \$50m in 2009/10 and has been reformed to allow regional not-for-profit tourism bodies to access the scheme. The minimum threshold has been reduced to \$10,000 and the maximum grant increased to \$200,000.

Australian National Parks will receive \$26m over 4 years to improve park facilities and visitor infrastructure.

The \$60m heritage grant funding will be topped up by an additional \$14.9m in 2010/11 to support natural, cultural and indigenous tourism assets on National and World Heritage sites.

Nominations Now Open!

The 2009 Canberra & Capital Region Tourism Awards were launched earlier this month by the ACT Minister for Tourism, Andrew Barr MLA.

The Tourism Awards provide the opportunity to develop, support and celebrate quality tourism products in Canberra and the region (including Capital Country and the Snowy Mountains). Two new categories have been announced for this year, giving greater opportunity for industry members to enter the awards in 2009. These are:
~ Category 28: Education Tourism Program
~ Category 29: Young Achiever Award

Nominations to enter the awards are now open and can be submitted online by visiting www.canberraturismawards.com.au

Nominations close 5pm, Wednesday 17 June.

If you haven't entered the Awards before, we strongly encourage you to do so. The Awards present a great business development opportunity.

Capturing the Market

Cycle Tourism has become an important part of the tourism offering of the Southern Highlands.

Recently, Tourism Southern Highlands, with the assistance of Capital Country Tourism undertook a photoshoot to capture the many cycling experiences that can be had in the Southern Highlands.

Congratulations to Steve and his team for working to engage this market and by making the most of the opportunity to get some great shots at a time when the Southern Highlands couldn't look better!



Australian Capital Tourism invites you to attend the launch of our new cooperative winter campaign.

National Portrait Gallery
Wednesday 27 May
10.30am start
RSVP by Wednesday 20 May
to visitcanberra@act.gov.au or 6205 0666

See yourself in the Nation's Capital
CANBERRA

Hollywood Cover by Annie Leibovitz April 2001 © Annie Leibovitz

2009 Australian Regional Tourism Convention

The 9th annual Australian Regional Tourism Convention will be held from the 31st August to the 4th September in Alice Springs, with this year's program focusing on *Protecting The Past with Future Plans*.

The Australian Regional Tourism Convention seeks to provide a forum for information exchange to support regional tourism growth.

For more information visit www.regionaltourism.com.au