



Media Release

10 August 2009

Tourism Operators

From all accounts the recently held workshops hosted by Council's District Development team for tourism operators have been a huge success. To date workshops focusing on the future have been held in the Roxburgh, Cromwell and Maniototo areas. A further workshop is being planned for Alexandra on Friday 28 August.

Topics have ranged from who and what is District Development, the Regional Identity story and how it can work for you, Visitor Centres, marketing, websites and media opportunities and were designed to help grow their business. Open sessions to discuss further ideas and development possibilities were held at the end of the day.

According to those who attended, these networking opportunities for businesses within the local tourism industry and community have been worthwhile.

Cindy Albert from Ranfurly Motels said 'Fantastic information, I came away with some follow up ideas on how to promote our business.' Alan Waters, Artist from Bannockburn said 'The day was excellently planned and coordinated, speakers were knowledgeable and positive'.

The opportunity to hear updates from the Community Boards, Community Planning Groups, Promotion Groups and other community groups on what's going on in the community and how they could get involved were well received.

With key community groups in one room, healthy positive feedback and discussion ensued. 'Days like this don't come often and it was beneficial for all present, showing that a positive 'can-do' mindset focusing on optimism, expectation and hope sows the seed for a 'we are in it together' attitude' explains Michelle Kinney, Tourism Manager – Product Development of Tourism Central Otago.

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