



Grampians Winery Tourism Symposium

When: Thursday 18 August, 2011

Time: 9am till 4.30pm

Where: Avoca Shire Turf Club
(Racecourse Rd, Gate C)

CATERED LUNCH PROVIDED



Proudly Sponsored by:



GUEST SPEAKERS

Astrid Adamson

Manager Food & Wine, Tourism Victoria

Identifying latest winery tourism trends

Robin Shaw

Tourism & Business Development,
Winemakers Federation of Australia

Distinguishing the branding message
from the tourism message

Racheal Klitscher

Director, Destination Whitsundays

Parallel profiles; the arts, nature, food and
wine traveller - give them the package

Michael Hauser

E-Marketing Manager, Tourism Victoria

Using e-Marketing to help engage travellers

Pitch:

A day considering how tourists can deliver stronger returns to your cellar door.

The day is focused on providing maximum interaction and networking opportunities. After each presentation, time is set aside to have small group discussions, to consider local applications and to present your ideas.

Who should attend:

Cellar door managers, wine marketers, winery tour operators, provedore outlets and other businesses with a specific interest in packaging with cellar doors.

Registration Fee:

The registration fee of \$110 per delegate (inc. GST) will be held as credit for your business to use against the cost of participating in a variety of Grampians Tourism cooperative marketing activities, as listed in the 2011/12 GT Partnership Opportunities booklet.

You will have 12 months from Activity Date to use your credit valued at \$110 (inc. GST).

Registration:

Registration forms and payment MUST be received by COB Friday 29 July, 2011.

Seats limited to 150 delegates.



Register Now - it's effectively free for industry businesses!

WWW.GRAMPIANSTOURISM.COM.AU

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