

MEDIA RELEASE

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SEMINARS HELP EXPORT TOURISM

Funding from the Federal Government's \$4 million Tropical North Queensland Recovery Program is being used to conduct Export Ready seminars for the region's tourism industry.

Tourism Tropical North Queensland Executive Officer Rob Giason said the Australian Tourism Export Council (TNQ Branch) had been appointed to conduct five seminars throughout Tropical North Queensland to assist regional tourism businesses engage with international markets.

"The program is for tourism operators in our region who have export ready tourism product and need to learn how to make the connections to market their product internationally," he said.

"In order to sustain growth and jobs in tourism in Cairns and Great Barrier Reef region we need to keep developing new tourism experiences and facilities, as well as assisting operators to tap into international markets."

The seminars will be held on Cape York Peninsula on August 4-5, the Cassowary Coast on August 5 and Atherton Tableland on August 6. The Palm Cove seminar on August 18 will include members of tourism organisations from Cairns, Palm Cove, Port Douglas and Cape Tribulation. A date for the Cooktown seminar will be advised.

To attend contact Donna Gray on 4015 1216 or email donna.gray@tnq.org.au

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