



Brendan Smyth MLA

Australian Capital Territory

Deputy Leader of the Opposition

Member for Brindabella

Shadow Treasurer, Shadow Minister for Economic Development,
Business and Tourism, Emergency Services, Territory Owned
Corporations and Gaming & Racing

Mr Shane Rattenbury MLA
Speaker
ACT Legislative Assembly
GPO Box 1020]
CANBERRA ACT 2601

Dear Mr Rattenbury

I am proposing to attend the eighth National Tourism Futures Conference, which is being held from 4 July 2010 to 7 July 2010 at Southbank in Brisbane, Queensland.

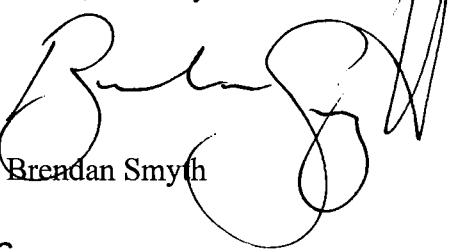
The Tourism Futures Conference is a significant annual meeting of people with an interest in the development of the tourist industry in Australia. In 2010, the Conference will be dealing with such issues as forecasts and trends for tourism globally and nationally, Indigenous tourism futures, innovations in marketing and emerging tourism products. These subjects are all of direct relevance to my responsibilities Shadow Minister for Tourism.

I estimate that the cost for me to attend this conference will be:

Registration fee	\$1,750 ✓
Accommodation	\$940
Dinner – spouse	\$135 ✓
Incidental expenses	\$175
Total	\$3,000


I seek your approval for me to utilise my study allowance to attend the Tourism Futures Conference. If you have any questions about my proposal, please let me know.

Yours sincerely



Brendan Smyth

9 June 2010

*Agreed, based on revised
info provided.*

16/6/10

STUDY TRIP REPORT

Name: Brendan Smyth MLA

Purpose of visit: To attend the Tourism Futures 10th Annual Conference

Places visited and date(s) of visit: Brisbane, Monday 5 to Wednesday 7 July 2010

Expenses incurred:

Conference registration	\$2,065.11
Accommodation	1,080.00
Total:	\$3,145.11

Organisation(s) and individuals visited:

Those who attended the Conference comprised people representing tourism commissions or like organisations and private sector tourism organisations from Australia and New Zealand. They included Bruce Baird, Chairman of the Tourism & Transport Forum, Andrew McEvoy, Managing Director, Tourism Australia, Anthony Hayes, CEO, Tourism Queensland, Gary Crockett, President, Australian Hotel, Motel and Accommodation Association, Lyndel Gray, General Manager, Tourism NSW, Gregory Hywood, CEO, Tourism Victoria and Ray Salter, General Manager, New Zealand Ministry of Tourism.

The keynote Speaker at the Conference was Mr Taleb Rifai, the Secretary General of the United Nations World Tourism Organisation (UNWTO). Mr Rifai is a Jordanian, who began a four year term as Secretary General in January 2010; when he is not travelling, he is based in Spain at the UNWTO headquarters.

Business undertaken:

I attended a range of presentations that comprised the formal program of the Conference. As is common with many conferences, there were a number of different streams that could be attended.

The themes of the streams on Monday were:

- Destination Management and Sustainability;
- The Competitive Edge – Innovative Products & Market Insights;
- Innovative Marketing Futures; and
- Indigenous Tourism Futures.

Of particular interest was a presentation on getting planning for tourism right and ways in which to improve the process, noting the special needs of tourism. Other themes for this day included case studies concerning environmental, indigenous and educational tourism.

Tuesday's sessions concerned the tourism outlook and included both national and international speakers across a variety of subjects – from the economic outlook to the changing face of tourism.

On Wednesday, the Conference focused on the use of online technology in tourism, with both a practical stream and a Masterclass looking at the emerging trends.

A very professional presentation was given to the Conference by Ms Adelina la Vita, an officer with Australian Capital Tourism. Ms la Vita was asked to present at short notice and represented the ACT very well.

At the end of each day, the proceedings were summarised in a formal report.

I also was invited, as one of a small number of guests, to have a private briefing with the Secretary General, Taleb Rifai. Mr Rifai provided an excellent overview of developments and trends in global tourism. His presentation was followed by a very useful period of questions and commentary on a range of related matters.

Conclusions and/or recommendations:

The tourist industry, as with all industries, continues to experience significant change on a global scale. This change is a result of such factors as changing demographics, changing capacities of people to spend discretionary income and changing economic circumstances.

There was at times conflicting opinion and some very interesting debates as to the future of the tourism industry.

One of the most significant changes, that is beginning to influence the global tourism industry, is the emergence of China as the 'powerhouse' source of tourists. There are now tens of millions of Chinese tourists who are very keen to travel outside China – and they now have the resources to fund this travel and an increasing freedom to determine how and where they travel.

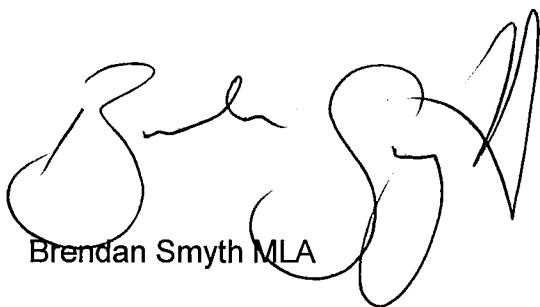
Even more recently, we have seen the emergence of a sub-group within this broader group of Chinese travellers – and that is the so-called 'chuppies': younger Chinese with substantial funds.

Mention was made of another emerging group – the 'Bobos' or the bohemian bourgeois. So, following the hippies and the yuppies, are the bobos. This group is seeking an authentic experience, particularly in a cultural, indigenous and environmental sense. They also have the funds and are willing to pay.

If there is a single, critical recommendation that comes out of the Tourism Futures Conference in 2010, it is that tourism policy must be flexible to cater for changing types of people who are travelling, changing patterns of travel and changing experiences being sought by those who are travelling.

I also would note that I was the only Member of a Parliament to attend the full conference. The Tourism Ministers from Queensland and Victoria attended the Conference for short periods. Significant national and international conferences, such as this Conference, provide excellent opportunities to meet key players in this industry and to understand the developments that are occurring or are likely to occur within this important industry.

In this regard, I would emphasise a key theme that Mr Rifai presented – and that is to strengthen bonds between the Australia tourism industry and the UNWTO. This is as much a political imperative as it is a personal and organisational activity.



Brendan Smyth MLA

Date: 11. 8. 10