

# Visitor Economy Symposium 2024

## *Navigating Challenging Times*

4th June 2024 | Park Proxi Gibraltar Bowral

TIME	DETAILS
9:00am	<b>Registrations Open</b> <i>ATDW Check In - signup on arrival - Bring your device and meet an ATDW expert to create and/or improve your own listing.</i>
9:20am	<b>Setting the Scene – Navigating Challenging Times</b> Lyndel Gray, Chair, DSSS
9:30am	<b>Welcome to Country</b>
9:45am	<b>Destination NSW</b> Steve Cox, CEO, Destination NSW  Explore DNSW's key focus areas, operations and activity in promoting the visitor economy and events in NSW, with a focus on leveraging opportunities.
10:05am	<b>Destination Sydney Surrounds South</b> Shannan Perry-Hall, General Manager, DSSS  What's happening and how to get involved.
10:15am	<b>Better Together – Panel Session</b> Tourism Manager's Top Tips Kristy Mayhew, Lisa Kelsey, Tracey Pascoe, Sally Bursell, Suzanne Hannema  Top tips unveiled! Join us as Tourism Manager's unveil their tips for turbocharging collaboration, mastering marketing, forging powerful partnerships, and prioritising activity to drive growth during challenging times.
10:45am	<b>MORNING TEA – 15 mins – quick break and sit back down with something to eat</b>
11:00am	<b>ATDW Presentation</b> Jan Hutton, CEO, Australian Tourism Data Warehouse  ATDW is the easiest way to get your tourism business in front of more customers...best of all, it's FREE! Join Jan as she guides us through the essentials of ATDW, sharing invaluable insights and practical tips to boost your online visibility and attract commission-free bookings directly to your business.
11:45am	<b>ATDW State Approach</b> Jenny Gerada – Destination NSW  A NSW take on ATDW, with a focus on how DNSW use it for their marketing activities and how you can make sure you're in the mix.
11:55am	<b>Operator Trade Pitch</b> Operators  Being able to effectively pitch your business is a valuable skill to have for any business owner. This becomes even more important when you start working with media or the tourism trade. In this interactive session, a number of fellow operators will share their pitch with you – a great ice breaker before lunch! So, get ready to take some notes on what could work for you and your business.
12:30pm	<b>LUNCH</b>
	<b>Three short sharp sessions, each with three key takeaways to support growth.</b>
1:40pm	<b>Driving Success</b>

# Visitor Economy Symposium 2024

## *Navigating Challenging Times*

4th June 2024 | Park Proxi Gibraltar Bowral

	<p>Learn about the significance of drive tourism, as a major growth sector. Discover promotional efforts and grants for electric vehicle charging. Gain three key takeaways on how you can actively participate in and leverage drive tourism.</p>	
1:55pm	<p><b>Accessibility and Inclusivity</b></p>	
	<p>Embrace accessibility and inclusivity and open your door to all. Discover how every business can welcome people with disabilities with simple yet impactful changes. Leave with three key insights to grow your business.</p>	
2:10pm	<p><b>Leveraging Business Events</b></p>	
	<p>Explore the significance of business events, regardless of your business offering. Gain three key takeaways to grow mid-week off peak business.</p>	
2:25pm	<p><b>Questions from the audience</b></p>	
2:35pm	<p><b>DEEP DIVE SESSIONS (Concurrent Discussion)</b></p> <p>Session 1: Dive into the remarkable journey of Simon Holloway, co-founder of Vegepod. Join us as Simon shares his captivating story, leading Vegepod's sales and marketing efforts from a small backyard venture in Sydney to a thriving global enterprise spanning 21 countries. Plus, gain practical insights from industry leaders in the panel discussion, offering direct implementation tips and tricks.</p> <p>Session 2: Government and association representatives don't miss out on essential updates tailored to achieve collective goals.</p> <p>Key insights from both sessions will be shared during the wrap-up.</p>	
2:40pm	<p><b>SESSION 1 – Attracting Customers and Extracting Value – Practical Take-Home Tips</b> Facilitator – Jackie Hicks, Sparrowly Group</p> <p>Simon Holloway + Operator Panel Session</p> <p>Customer Service is your Superpower!</p> <p>Learn how to gain new customers through leveraging social media for visibility. Explore the potency of storytelling in driving customer engagement and interest.</p> <p>Discover how to extract value from your already established customers through partnerships, upselling and packaging.</p>	<p><b>SESSION 2 – Regional Strategy, Updates and Collaboration Opportunities</b> Facilitator – Katherine Droga, Droga &amp; co</p> <p>Selena Stevens, CEO, RDA Illawarra Shoalhaven</p> <p>Anthony Body, Regional Director- Illawarra and South East, Department of Regional NSW</p> <p>Roger Stephan, CEO, Illawarra Shoalhaven Joint Organisation</p> <p>Ashleigh Smith, Associate Director, Engagement, Office of the 24-Hour Economy</p> <p>Facilitated Session + Q&amp;A</p>
3:40pm	<p><b>WRAP UP – Concurrent session key takeouts &amp; key learnings from day</b> Shannan Perry-Hall, General Manager, DSSS and Aaron Matis, Industry Development Manager, DSSS</p>	
4:00pm	<p><b>Symposium Concludes</b> <i>All are welcome to join us at Harvey's Bar (onsite) after the event until 5pm for some nibbles and a cash bar.</i></p>	