



TOURISM STATISTICAL ANALYSIS AND REPORTING FOR BUSINESSES

Presented by Regional Growth Solutions – Katrina Houghton

This Workshop will cover:

- Current state of play in the national, state and local tourism industry and what this means for you and your business.
- How we measure tourism at the local level and why is this important?
- What industries and indicators can we monitor to ensure our campaigns are successful?
- What do events mean for our region? Can we measure the direct and indirect impact of events? YES WE CAN!
- Increasing the value of our tourists – which markets, what avenues?

Supper and Refreshments will be provided

Date: Tuesday 20 August 2019

Time: 5:30pm to 8:30pm

Cost: \$25.00

Book: Bookings can be made via email to events@hinchinbrook.qld.gov.au or phone 4776 4618.

THINK BUSINESS 2019: Hinchinbrook Economic Development Series offers a variety of workshops from February to November, providing pivotal information, aiding in the growth and development of our regions business and events community. The 2019 series focusses on marketing and experience development. Training is delivered locally in the Hinchinbrook Shire at TYTO Conference and Events Centre.

Except where stated, to book workshops visit hinchinbrook.qld.gov.au, email events@hinchinbrook.qld.gov.au or phone 4776 4618.

