

Amazing Albany – October 31, 2007.

Welcome to the *amazingalbany* Industry Newsletter.

Included in this edition:

- **Albany hosts FACET this week!**
- **Tourism Awards Galore**
- **Australia's South West annual general meeting/ seminar**
- **Making history...**
- **Cruise Ships are in sight.**
- **Other things 'a buzz' in Amazing Albany**



Forum Advocating Cultural and Eco Tourism in Albany

Conference delegates will be congregating in the Albany Town Hall this afternoon for the opening of FACET. The two and half day conference program will explore and showcase the opportunities and benefits of a collaborative, community based approach to Regional Tourism development and marketing. This promises to be a valuable experience for the local tourism industry and visitors to Amazing Albany.

Tourism Awards Galore

The 2007 GWN Top Tourism Town Award will be announced on Thursday evening November 1st and several members of the Albany tourism industry will be at the awards presentation in Esperance.

Saturday night, November 3rd will see a bunch of Amazing Albany representatives at Burswood for the WA Tourism Awards annual gala dinner. An Amazing Albany silent auction package will be on offer thanks to local tourism operator's generous contribution.

The Albany Chamber of Commerce and Industry Business Awards for 2008 submissions close today, October 31st. Winners for local business awards will be announced at the Gala presentation on February 15.

Cape Howe Cottages were nominated by the ACCI for the WA Regional Small Business Awards and have been announced as finalists in the home-based business awards for the state. The winners will be announced on November 23rd.

Good luck to all who have entered award submissions!

ASW Annual General Meeting/ Seminar

Australia's South West members were invited to the Annual general meeting at the Gloucester Motel in Pemberton last week. The meeting included a seminar on "How to create effective advertising, marketing and sales strategies that work", presented by Anthony Albourn from the West Australian Newspaper. Lunch and a complimentary tour

run by Pemberton Discovery Centre was offered later in the afternoon. Albany can expect a greater presence from ASW in coming months with chairman Clive Nelthorpe expected to visit the city more frequently.

Making history...

Albany's heritage tourism profile has lifted in the past few months with new operators taking to "old" Albany.

The **Four Mounts Tour** is an excellent half- day bus tour taking in Mount Clarence, Adelaide and Melville as well as Mount Romance Sandalwood Factory and many other sites of historic significance. Tour Guide Richard Pemberton shares a broad knowledge of the city's maritime and military history and pulls the veil off Albany city streetscape, as we know it to reveal the skeleton of Western Australia's early settlement.

A Clydesdale Wagon Tour of historic Albany is a unique way to take in the stories of old. The first tour is scheduled for later this week and will no doubt be a unique and valued addition to the hub of Albany, as the tour becomes a regular feature.

The Old Gaol has a new face with Kit Rowley and Bev Southall offer an entertaining **Night Tour of the Old Convict Gaol**. Visitors can step back in the past, experience spooky sensations and learn about early life in Albany and the Old Convict Gaol.

More information will be sent through about the new products, meanwhile call the Albany Visitor Centre to find out more on 9841 9290.

Cruise Ships in sight

In November Albany will see the start of the Cruise Ship season with the Sun Princess docking on Sunday 25th November. A special street performance will entertain the cruise ship visitors in York Street and an amazing volunteer group will assist with visitor servicing through out the day. For more information on Cruise Ship arrivals check out the Albany Port Authority website www.albanyport.com.au

Other things 'a buzz' in Amazing Albany...

- The Albany Tourism Marketing Advisory Committee (ATMAC) will be made up of new members after the recent council election. More information to come.
- **A Web Site Without Video Is Like...** television without sound, romance without kisses, the rumba without rhythm, a joke without a punch line according to the "Marketing Professionals".
- The Summer School Program is out and enrolments open. The program will be run from January 2- January 11 2008. Check out albanysummerschool.com.au or call 0438 415 006.
- There are several marketing opportunities for local tourism operators coming up with TV shows **Getaway** and **Just Add Water** on the cards to visit Albany in the coming months. For more information call the tourism desk on 9841 9295 or email krystag@albany.wa.gov.au More information to be forwarded to operators as it becomes available.
- Check out the events calendar on amazingalbany.com.au. Lots on!!!

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