

Amazing Albany – September 21, 2007

Welcome to the *amazingalbany* Industry Newsletter.

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If you do not wish to receive the *amazingalbany* Industry Newsletter, please advise by return email.

Top Tourism Town Award Finalist!

Amazing Albany is one of 5 finalists competing for the title of GWN Top Tourism Town in 2007. Up against Broome, Bunbury, Dunsborough and Mandurah, the competition is on for an outstanding visitor experience. Can we win back to back after our success with this award in 2006...

On Monday September 24 the judges will descend on Albany for a 3 hour action- packed Amazing Albany experience. This year there will be a focus on what's new including go taste Albany and go cycle Albany. Local producers will provide their goodies on-site and bike riding will be on the agenda weather permitting! The arts and tourism industry linkages will be experienced. Events will be discussed with the judges on a short drive in classic cars. Push bikes will be replaced with Harley Davidson motorbikes and wine will be served alongside, local beers and spirits! The stunning natural scenery will be a constant back drop, historically significant landmarks will be visited and the new developments and services making up the quality Amazing Albany visitor experience will be on show for the judges!

Tourism Australia Regional Industry Forum

Tourism Australia, Tourism WA and the Australian Tourism Export Council (ATEC) invite you to a regional industry forum to learn about some current and upcoming initiatives & activities including: The Australian Experiences Industry Toolkit, Domestic Marketing Opportunities, australia.com, Australian Tourism Export Council (ATEC) Western Australian Branch, ATE 2008. Representatives from the City of Albany and SKAL will attend and bring this information back to the industry. More next month!

Southern Art and Craft Trail

More than 200 artists and craft practitioners are madly rushing to complete work for exhibition and display during the 5th annual Southern Art and Craft Trail that will be held in the Great Southern region between 29th September and 14th October.

This year 65 galleries, studios and other venues will host displays of art and craftwork including paintings, sculpture, drawings, photography, jewellery, pottery, textiles, woodcraft and studio glass. Thinking outside the square, some artists and groups will present their work to the public and visitors in unusual locations such as cafes, accommodation, town and shire halls, retail outlets, wineries and even, this year, a shearing shed.

Pick up a booklet detailing all artists and venues participating in the trail at visitor centre, libraries, galleries and other venues in the region.

Lockie Leonard Promotion

To celebrate the release of the DVD of Lockie Leonard, The City of Albany, Tourism WA and Sony are offering a family of 4 a chance to win a prize to the region where the series was filmed. This is an exclusive TV Week Magazine promotion that features beautiful pictures and things to do in Albany reaching a national audience.

On the back of this national coverage, negotiations are underway for a similar promotion in the West Australian featuring a prize draw for several Lockie Leonard prize packs and a major prize of a family trip to Albany.

Keep your eye out for Amazing Albany teaming up with Lockie Leonard!

Elite Awards- excellence in tourism!

The 2007 Elite Awards are a new initiative from Tourism Council WA to recognise excellence in customer service for tourism businesses throughout Western Australia. The program is based on two mystery-shopping visits, which are undertaken by Synovate (a market research company) within a 3-month period with the results then being calculated and presented in February 2008. The Elite Awards requires no written submission and can be used as another selling point when entering the WA Tourism Awards. For further information contact Kylie on kadams@tourismcouncilwa.com.au or on 94160706 and for more information on the awards see www.tourismcouncilwa.com.au Nominations close on at 5pm on Tuesday 16th October.

Other things to know about Amazing Albany this spring...

- Check out westernaustralia.com for information on the **Australian Tourism Exchange that will be hosted by Perth in 2008**. Expressions of interest have opened for the familiarisation program. More about this next month!
- Franz Scheurer is Spirits Editor of Gourmet Traveller's Wine Magazine and a regular contributor to American Express Centurion and Platinum Magazines... and **reviews every worthwhile new wine, drink, restaurant, venue and product that crosses his path**. To find out more about him see www.australiangourmetpages.com and/ or contact him via email fscheurer@fsponline.net, phone 0412 233 201. He has requested interest!
- **'Food miles'** is the distance and therefore the carbon emissions from transportation involved in getting food to our plates. Food miles make a significant contribution to carbon emissions. **Seasonal local produce (ideally organic) is preferable to imported or long- distance items**. Check out www.ecotourism.org.au and sign up for an ecobytes enewsletter.
- Stirling Range Retreat FLORAL SECRETS ORCHID & WILDFLOWER TOURS are held daily @9am until the 31st October for you and your **visitors interested in a comprehensive introduction to the wildflowers of the Stirling Ranges**. A DAWN or DUSK WALK is also available for those interested in the local birdlife. Slideshow presentations are regularly held on site at the retreat. Check out www.stirlingrange.com.au for more information.
- Amazing Albany Street Banners will dress York Street in early October.

- Enjoy the refreshed look of www.amazingalbany.com with the final changes expected to go live next week. This upgrade will allow information and images to be updated regularly in- house!
 - Amazing Albany has advertised in **Australian Traveller** magazine alongside a feature story on the Bibbulmun track in the next issue due out September 26.
 - An appealing Albany outlook- **Dolphin's surfing at Sandpatch** featured alongside editorial in the West Australian on Tuesday September 11 thanks to Steve Pontin's beautiful photographs.
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