



► **HMAA
UPDATE**

NOVEMBER 2009

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► **WELCOME TO THE LATEST EDITION OF HMAA NEWSLETTER!**

There's been a lot happening in the world of HMAA and I'd like to start by saying a massive thank you to Steve Finlayson who has resigned from the Chair role – the Radisson Shanghai Hongquan will be his new home in China so we wish Steve all the best and bid him farewell with our kindest wishes and appreciation for all his efforts in the role. Our new Chair is Julian Clark, the current CEO of The Lancemore Group; a family owned and managed business and one of the largest high-end hotel operators in regional Victoria. I look forward to working with Julian and continuing to provide information, support and advocacy to the HMAA membership and to help it grow and prosper over the course of 2010 and beyond. Please join with me in welcoming Julian to the position.

Special congratulations must go to HMAA members who won Victorian Tourism Awards on Monday night:

RACV Award for Deluxe Accommodation – Finalists, Alto Hotel on Bourke, Best Western Crystal Inn, Comfort Inn and Suites Blazing Stump, Lindenderry at Red Hill, Radisson on Flagstaff Gardens

Qantas Award for Excellence in Sustainable Tourism – Winner, Alto Hotel on Bourke

There's plenty of news to catch-up on and this newsletter is jam-packed so I'll let you get to it. I hope to see you at the Tourism Industry's Christmas Party which is being co-hosted by HMAA on November 30...

Anita Donnelly
Executive Officer

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2009 ACCOMMODATION AWARDS FOR EXCELLENCE - WINNERS

The Hotel, Motel and Accommodation Association (HMAA) would like to congratulate the following winners of the 2009 Accommodation Awards for Excellence which was held on Friday 30 October. HMAA would also like to thank our major sponsor Holmesglen, and partners Blue Star Print, Grow Me The Money, Mitchelton Wines and VECCI.

In a Derby Day eve themed black-tie event at the Radisson on Flagstaff Gardens, 3AW's Mr David Mann presented eleven awards across a range of categories, taking in everything from caravan parks to deluxe accommodation. Awards for individual contributions in areas such as housekeeping and management were also presented.

Property Awards

Award Winner	Category
Alto Hotel on Bourke (Melbourne)	Serviced Accommodation
Amawind Apartments (Williamstown)	Standard Accommodation
Big4 Port Fairy Holiday Park (Port Fairy)	Tourist and Caravan Parks
Alto Hotel on Bourke (Melbourne)	Excellence in Sustainable Tourism
Best Western Brooklands of Mornington (Mornington)	Deluxe Accommodation

Individual Awards

Award Winner	Category
Karen Watson, Quest Frankston (Frankston)	Outstanding Contribution to Sales and Marketing
Erin Hibberd, Quest Docklands (Melbourne)	Outstanding Contribution to Back of House
Marian Stratford, Crown Hotels (Melbourne)	Outstanding Contribution to Housekeeping

Lisa Reardon, Best Western Brooklands of Mornington (Mornington)

Outstanding Contribution by an Industry Newcomer

Sarah MacKenzie, Quest Frankston (Frankston)

Outstanding Contribution to Front of House

Jennifer Trimboli, Alto Hotel on Bourke (Melbourne)

Outstanding Contribution by a Manager



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▶ GOING GREEN'S A WINNER

Congratulations to Alto Hotel on Bourke who won the Excellence in Sustainable Tourism award at the HMAA awards. If you would like to follow the steps of Alto Hotel and make your business more environmentally friendly then register with Grow Me The Money. An online program designed to help businesses save money and help the environment. Adopting sustainable business practices doesn't just mean a healthier planet, it also means a healthier bottom line.

You can register today from just \$49 at growmethemoney.com.au or call 03 8662 5333.

Speaking of helping our environment, we'd like to welcome a new HMAA member, Energy Mad and here is a message and great deal from them...

NEW ULTRA COMPACT, LONGER LIFE ECOBULB®!



Introductory HMAA member offer:

- Free Delivery on all orders in Victoria
- Special Introductory Price
- Save up to 80% in Power Usage
- Longer Lifetime = Less Change Outs
- Variety of Styles
- Compact Size is Great for Recessed Fittings

Our T2 globes are the most compact energy saving globes on the market, with an average 15,000 hour average lifetime. Also introducing the Ecobulb® 13W covered bulb- old fashioned "globe" look with new energy saving technology!

We stand by our products- All Ecobulb® Products come with a Two Year Warranty.

Our limited offer includes:

20W Spiral	(replaces 100Watt)	15,000 hour lifetime
15W Spiral	(replaces 75 Watt)	15,000 hour lifetime
12 W Spiral	(replaces 60 Watt)	10,000 hour lifetime
8 W Spiral	(replaces 40 Watt)	15,000 hour lifetime

\$2.99+GST per bulb for a carton of 50 globes

13 Watt covered bulb	(replaces 60 Watt)	8,000 hour lifetime
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\$3.49+GST per bulb for a carton of 50 globes

Buy yours online today- valid until 18 December 2009 only!

For ordering and more details please visit: www.ecobulb.com.au Fax: +64 3 961 9600 or call us and we will get back to you: 1800 836 997

We look forward to receiving your order!

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UPDATE ON THE NEW LIQUOR LICENSING FEE STRUCTURE

VECCI, VTIC and HMAA recently made a submission on behalf of all tourism and events members in response to the proposed changes to the liquor licensing fee structure. This submission was supported by a variety of media releases and other communications.

It is pleasing to see that our concerns, along with the concerns of the wider industry, have been heard, and that a number of refinements have occurred as a result. We will continue to advocate on behalf of members on this issue.

Below is a summary of the refinements:

In August 2009 the Victorian Government introduced legislation to Parliament to amend the Liquor Control Reform Act 1998 proposing that a risk-based fee structure be applied to liquor licences. The purpose of risk-based fees is to make venues associated with the most harm to the community, pay the most to recover the real cost of regulating and policing the industry and keeping our venues safe.

The government has now refined the fee structure as a result of extensive community and industry consultation and adjusted the fee structure so that large late-night venues will continue to pay the highest fees, while smaller venues that close earlier will pay less.

The main changes to the risk-based fee structure are as follows:

- Licensed premises with a patron capacity of 200 or below will not pay a loading based on patron numbers
- Licensed premises which close at or before 1am will not pay a loading based on patron numbers unless they have a history of non-compliance
- Licensed premises with sexually explicit entertainment conditions on their licence will pay a flat rate of \$30,000 as the standard fee.
- For the purpose of the venue capacity multiplier, licensees will be able to have patron numbers for accommodation and function areas excluded from the calculations where:
 - the function area closes at or before 1am and this is a condition of the licence
 - the function area will be used exclusively for pre-booked functions and casual or public entry is not allowed, and
 - the licensee is not required to pay compliance history risk fees.

Consumer Affairs Minister, Tony Robinson, said recently that consultations with the community and industry showed widespread support for a new fee structure that targeted venues that cost more to police and regulate. Mr Robinson said all licensees were on notice that poor compliance histories would increase the cost of liquor licences from 2011.

"After next year, breaches of Victoria's liquor laws will add to the cost of a licence, so licensees of poorly managed venues will find themselves paying significantly higher fees," he said.

A letter will be sent to all licensees in the near future outlining further details.

For more information visit: Responsible Alcohol Victoria
<http://www.justice.vic.gov.au/alcohol>

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VFR PROJECT - ENGAGING GREATER MELBOURNE

Destination Melbourne has initiated a foundation project that will help identify opportunities to grow Greater Melbourne as an outstanding global visitor experience. The project uses a collaborative process that seeks to engage local government in thinking about the potential growth of tourism in Greater Melbourne, particularly focusing on the Visiting Friends and Relatives (VFR) market.

The project is funded by Destination Melbourne, the City of Melbourne and Tourism Victoria and supported by HMAA. Twenty-seven councils within Greater Melbourne are participating in a series of workshops which will assist in the development of tourism in Greater Melbourne, the workshops conclude in December 2009.

Destination Melbourne has recently undertaken research into the characteristics of VFR visitors to Greater Melbourne and their travel behaviour. The bottom line is that the VFR market is worth \$2.6 billion to Greater Melbourne. We have included a copy of the *research snapshot* for your information and a paper by Elisa Backer that raises some interesting opportunities for businesses. At HMAA we hope some switched-on operators can develop marketing strategies aimed at targeting this new market segment. To view a video about this important market please visit: <http://www.destinationmelbourne.com.au>

Destination Melbourne is committed to working in partnership with local government and industry to tap into this market and deliver a significant social and economic benefit to communities throughout Melbourne. If you would like more information please call Chris Buckingham on 0405 518 057 or email chris@destinationmelbourne.com.au

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MELBOURNE'S VISITORS AND BUSES GIVEN RAW DEAL ON SWANSTON STREET

HMAA is concerned about the impact of Melbourne City Council banning all tour buses from Swanston Street. HMAA argues that the action will have an enormous impact on the city's tourism businesses and reputation. From 1 November the Council started prohibiting any vehicle with more than twelve seats from using Swanston Street between 7am and 7pm, although buses are still allowed to travel east-west across Swanston Street in CBD, for example along Little Collins Street.

HMAA members and other accommodation facilities located in, or near Swanston Street are very concerned about loss of trade. Many of the tour companies servicing hotels in Swanston Street have long-term contractual arrangements with both domestic and international agents to provide the highly valued door-to-door pick-up and drop-off service.

Tour companies through the Backpacker Operators Alliance of Victoria (BOAV) and Tourism Alliance Victoria (TAV) have also expressed their concern about the ban. TAV has raised the issue with the media to assist in advocating the needs of the tourism and accommodation sectors.

Denying tour buses access to Swanston Street jeopardises their ability to fulfil these obligations and provide the high level of service visitors to Melbourne have come to expect.

HMAA understands that the City of Melbourne have put in place traffic measures to counter the impacts of the ban, including alternative parking bays on Russell Street, a block away from Swanston Street however HMAA believes that this is merely a relocation solution for the vehicles. It does not address the impact on visitor service or amenity. There would be no immediate access to shelter in inclement weather, no staff waiting at the door to assist with luggage and mobility-impaired visitors would be seriously inconvenienced.

The access ban also prohibits the popular SkyBus airport shuttle, an invaluable service for tourists and locals alike, from operating in Swanston Street. Travellers departing from Swanston Street would only be able to hail expensive taxis, with the more affordable pick-up and set-down services offered by SkyBus no longer available. HMAA argue that Melbourne's reputation as a safe and easy place to travel will not be enhanced by reducing bus access to hotels in Swanston Street, and believe that the Council will need to add additional parking and traffic restrictions to ensure that bus bays in the CBD's bus division routes are not blocked by couriers or delivery trucks for example. If this does not happen, the current city traffic problems will only worsen.

Melbourne has recorded strong visitor numbers this year, despite the GFC, swine flu and bushfires. To retain this level of visitation, and the economic benefits that go with it, it is imperative that the city continues to provide a high level of visitor and tourism services. Banning tour buses in Swanston Street is counter-productive, and will impact on the experience of hotel guests.

HMAA will continue to monitor the process of the ban, and will advocate against it in conjunction with Tourism Alliance Victoria and the Backpackers Operators Alliance of Victoria.

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NEW GUIDE TO HELP TOURISM OPERATORS THIS BUSHFIRE SEASON

The Victorian Government has launched the *Crisis Essentials* guide for tourism businesses to assist in preparing, responding and recovering from events like bushfires.

Launched during Fire Action Week, the guide was developed by a steering committee including HMAA's Anita Donnelly, to inform tourism operators about how to protect their business in the event of a crisis. The publication includes advice on risk management; developing a plan; communicating to customers; and ensuring business continuity following an emergency.

The guide will be available to all Victorian tourism businesses ahead of the approaching fire season and will be supported by a series of briefings and workshops for tourism businesses located in high fire risk areas.

Tourism Victoria will also commence a campaign this summer aimed at raising visitor awareness of the bushfire safety risks in Victoria and understanding of what they need to consider when planning a holiday in high-risk bushfire areas.

The *Crisis Essentials* guide will support the more comprehensive *Open for Business* crisis management publication which will be available in late October. Download a copy of the *Crisis Essentials* guide from the policy, advocacy and representation section of www.vecci.org.au/hmaa

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BIG4 OFFERS FREE CAMPING TO OUTDOOR SEEKERS

More than 150 BIG4 Holiday Parks will host Australia's biggest night of free camping at its *Come Camp with BIG4* event on Friday 20 November.

The annual event is an ideal introduction to caravanning and camping while providing a boost to regional tourism industries. In 2008, *Come Camp with BIG4* attracted more than 10,000 happy campers Australia-wide.

Throughout the weekend, guests can take part in special activities including treasure hunts, face painting, pancake breakfasts and sausage sizzles. All parks will donate a percentage of money raised from the sale of BIG4 memberships sold over the entire weekend to support charity partner, The Humour Foundation's Clown Doctors. For more information or to reserve a free powered or unpowered camping site, visit big4.com.au/comecamp

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MELBOURNE LISTED FOURTH FOR HOTEL OCCUPANCY LEVELS

Melbourne ranked fourth for hotel occupancy levels in the Asia-Pacific region for the year to August 2009, according to professional services group and VTIC member Deloitte. It was pipped by Sydney and Brisbane, respectively in second and third spots, despite revenue per available room (revPAR) falling in all three cities amid the economic downturn.

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TWITTER-BASED HOTEL BOOKING ENGINE LAUNCHES

A Twitter-based hotel booking engine was recently launched, aimed at recession hit hotels. The privately-funded company, Inoqo (www.inoqo.com), allows hotels to advertise "unique high-value" packages on Twitter, filling otherwise vacant rooms at the last minute. It only publishes unique hotel packages available within the next 48 hours.

Twitter users can follow the stream for their chosen travel destination and request deals directly

into their personal Twitter stream as they go live. The service is free to travellers and Inoq generates revenues by charging hotels a commission for each booking made.

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ANDREW MCEVOY APPOINTED TOURISM AUSTRALIA MANAGING DIRECTOR

Tourism Australia has just announced the appointment of current South Australian Tourism Commission CEO Andrew McEvoy, as the new Tourism Australia managing director.

Executive Chairman Rick Allert said McEvoy's "drive, creativity and enthusiasm will be integral to ensuring TA continues to excel in its role in marketing our country as a travel destination around the world." McEvoy will take up his new role in January.

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READY FOR RECOVERY: BOOST FOR DOMESTIC AND INTERNATIONAL TOURISM MARKETING

The Minister for Tourism, Martin Ferguson AM MP, this month announced a \$9 million boost to cooperative marketing and called on Australia's tourism industry to engage with Tourism Australia to maximise growth in domestic and international travel following the global recession. See attached *Funding Media Release* for more information

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COMMUNIQUÉ 53RD TOURISM MINISTERS' COUNCIL EXTRA-ORDINARY MEETING

On October 30 the Tourism Ministers' Council (TMC) held an extra ordinary meeting in Adelaide, to consider and endorse the National Long-Term Tourism Strategy and the National Tourism Accreditation Framework. The TMC was chaired by the Hon Dr Elizabeth Constable MLA, Minister for Tourism, Western Australia and was attended by the Hon Martin Ferguson AM MP, Federal Minister for Tourism, as well as other State and Territory Tourism Ministers.

The National Long Term Tourism Strategy includes recommendations from the Jackson Report - an industry report on the tourism sector. The Strategy is a tourism policy document which addresses tourism priorities such as regulatory impediments, skills and labour shortages, investment, infrastructure, planning and indigenous tourism, climate change implications, research and marketing.

See attached report *Communiqué 53 Meeting Final* for more information.

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UK AIR PASSENGER DUTY INCREASE

Please see *attached document* with excerpts from global media reports regarding the UK's increase of Air Passenger Duties on outbound international flights. This information was sourced by Matt Hingerty of the Australian Tourism Export Council (ATEC) and forwarded on by the National Tourism Alliance (NTA) to HMAA.

The rate of tax is graded depending on distance. The tax for passengers travelling from the UK to Australia was £80, however this will now increase to £110. A further rate rise scheduled for November 2010, will see the tax rate eventually set at £170.

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REGIONAL PLANNERS GUIDE

The 2010 - 2011 Regional Victoria Planner's Guide is the 5th edition of a dedicated Guide to showcase the conference and meeting venues in Regional Victoria. 10,000 copies of the guide will be produced for distribution over the next 2 years. This is your last chance to book into the guide that is distributed to event planners in Victoria, NSW, South Australia and the Australian Capital Territory. Bookings close this Friday.

Please [Click Here](#) to download the prospectus or call Lisa Newman on 03 9869 2406

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CITY OF PORT PHILLIP GOES FOR A CRUISE

The City of Port Phillip helped facilitate a wonderful industry famil at Station Pier last week. 50 tourism operators got the chance to step on to the Sun Princess (while at dock) and gain real insight into how the Cruise Ship Industry works. The day included guided tours, presentations from the City of Melbourne, Tourism Victoria and the operators of the Sun Princess. A terrific initiative and a really great example of business and government working together at a local level. To find out more about how to get involved in the tourism industry in the City of Port Phillip contact Adrianna Frescura AFrescur@portphillip.vic.gov.au

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MCEC MAP – 2010

Destination Melbourne in partnership with the Melbourne Convention and Exhibition Centre (MCEC) is pleased to offer you the opportunity to advertise in the new MCEC Melbourne Visitors Map. The map will be produced and designed specifically for conference and exhibition delegates visiting MCEC. 250,000 copies of the map will be distributed exclusively through the Melbourne Convention and Exhibition Centre, the map will be tailored for the demographics of the MICE market. In addition all advertisers will have the opportunity to provide a special offer available exclusively to attendees at the MCEC. These offers will be available in a voucher form and distributed in conference and delegate packs as well as from the customer service desk at the MCEC.

Please [Click Here](#) to download the prospectus or call Lisa Newman on 03 9869 2406

GET TO KNOW YOUR HMAA BOARD



Name: Vincent Wilson

Title: General Manager, Country Comfort Shepparton Parklake

Place of birth: Melbourne

Zodiac sign: Scorpio

Favourite holiday destination: Gippsland Lakes

Dream holiday destination you've not yet travelled to: New York

Favourite movie: Any Bond Movie!

Most prized personal possession: It's not mine... but Dad's 1950s timber yacht

When I was a child I wanted to be... A millionaire!

If you could have 3 people to dinner who would they be and what would you cook?

Kevin Rudd, Malcolm Turnbull and Tourism Minister Martin Ferguson, I'd love to hear a spirited debate on the future of Australian Tourism. I wouldn't cook of course; I'd take them to dinner in our lovely restaurant!

If you were given \$20,000 to invest in your business, what would you do? Probably spend it on more on-line marketing initiatives.

Finish this sentence:

"I'd love to take a booking from..." Anyone at all... seriously, call now!

What do you value most about your HMAA Membership?

The opportunity for quality representation of the Accommodation Industry.

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LATEST IN RESEARCH

THIRD OF CONSUMERS WOULD OPT FOR 'ECO-FRIENDLY' HOTELS.

Guests are becoming more concerned with hotels' eco-credentials, according to a pan-European survey. Almost a third (29%) of respondents would choose a known 'eco-friendly' hotel if it was offered by a popular online booking system.

The poll of 5,000 people found that more than half (54%) say sustainable energy sources, such as wind, solar or hydro-electric power, should be used.

Almost half (48%) say hotels should use more efficient electrical appliances, like flat screen energy efficient TVs. Nearly two thirds (65%) say all hotels should install low flow toilets designed to save water. The demand for green credentials is echoed by guests' own behaviour in hotels, according to the study by Samsung Electronics:

*More than three quarters (76%) are as conscious or more conscious of the impact they have on the environment when staying in hotels compared with their behaviour at home

*88% switch off the lights when they leave their hotel room

*63% reuse towels more than once

*59% still switch electrical equipment off at the base

Source: Travel Mole by Phil Davies

BUSINESS EVENTS IN AUSTRALIA

Results from the International Visitor Survey and National Visitor Survey are now available on the Tourism Research Australia website. This report can be downloaded free in PDF format, please go to [International Analysis](#) or [Domestic Analysis](#) to access the report.

PUBLICATION FEEDBACK SURVEY

Tourism Research Australia would value any comments you may have on their range of publications. If you would like to participate please [Click here to take the survey](#).

Tourism Research Australia releases many statistical based reports on the tourism industry. For further information on the many services Tourism Research Australia offers, visit www.tra.australia.com or go to [All Publications](#) and view more than 300 publications currently available to download free of charge. Alternatively, click on [Future Releases](#) and see what publications will be released and when.

If you are looking for tourism data, contact Tourism Research Australia's [Statistical Enquiry Service](#) - on email research@tourism.australia.com.

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MELBOURNE AIRPORT FIRST QUARTER PASSENGER RESULTS: 5 MILLION INTERNATIONAL PASSENGERS IN A YEAR

Melbourne Airport's first quarter passenger figures reflect a positive start to the 2009/10 financial year, and are testament to the resilience of Melbourne as a key tourism and business city. Melbourne Airport has achieved overall passenger growth of 3%, a strong result in a difficult operating environment for the aviation industry.

The international market has performed particularly strongly, increasing by 10% for the quarter, and up by 14% in the month of September alone. This means that, for the first time, Melbourne Airport has surpassed five million international passengers in a 12 month period.

This growth can be attributed to the continued strength of emerging international passenger markets such as Malaysia, India and China, with quarterly growth of 55%, 23% and 8% respectively. International travel by Australians also increased, up by 12% for the September quarter.

The domestic market also returned to growth, increasing by 1% compared with the same quarter last year. This will continue to be fuelled by the entry into the Sydney market by Tiger Airways who commenced Melbourne – Sydney services in July, boosting to nine daily services this month and Jetstar who will be commencing at the end of October with five daily services between the two cities.

For full details see attached *Melbourne Airport Media Release*.

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DETAILED RESULTS FOR THE SURVEY OF TOURIST ACCOMMODATION (STA) – June quarter 2008

Victoria experienced growth in the number of establishments and rooms available for Hotels, Motels & Serviced Apartments (HMSA) of 15 rooms or more in the June 2009 quarter when compared to the June 2008 quarter. Regional Victoria experienced growth across the majority of indicators, with only employment decreasing by 0.5%. Melbourne did not perform as well as Regional Victoria, with declines for room nights occupied, occupancy rates, takings and employment.

For occupancy rates for Hotels, Motels, & Serviced Apartments of 5-14 rooms, Victoria (+1.7% points) performed better than the national average (+0.9% points).

For takings in caravan parks, Victoria (+17.2%) out performed the national average (+11.0%) and key competitors NSW (+12.3%) and Queensland (+4.6%).

Victoria recorded growth in the number of units (+387 units), unit nights occupied (+0.7%) and takings (+2.4%) for Holiday Flats, Units & Houses.

For Visitor Hostels, NSW out performed Victoria for all indicators, with Victoria only experiencing growth in capacity (+2 beds) and takings (+1.6%).

For more information see attached details in the *Results for the Survey of Tourist Accommodation*.

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CENTRE FOR TOURISM AND SERVICES RESEARCH PROJECT: LEARNING AND LEARNING CHANNELS - QUESTIONNAIRE

The Centre for Tourism and Services Research at Victoria University in conjunction with Edith Cowan University are conducting a survey and needs your input and opinion on Learning and Learning Channels for Small and Medium Sized Tourism Organisations.

The questionnaire is simple and will take no more than **10 minutes** to complete. Your participation is completely voluntary and anonymous.

All those who participate are eligible to enter a draw for a **\$100 gift voucher**. Three winners will be drawn! Click here to access the survey -

<http://www.businessandlaw.vu.edu.au/ctsr/survey.asp>

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UPCOMING EVENTS

TOURISM & EVENTS INDUSTRY CHRISTMAS PARTY

It's that time of the year again... time to celebrate the festive season with your tourism friends and colleagues. Join Tourism and Events Minister, The Hon. Tim Holding and the Government Friends of Tourism Group for the official Victorian Tourism and Events Industry Christmas Party!

To be held at Alumbra in Docklands on **Monday 30 November** this event is not to be missed and it's being co-hosted by HMAA so our members get a discount!

Your invitation to this event has been sent so make sure this date is in your diary.

BEYOND THE GFC - WHAT DOES 2010 HAVE IN STORE FOR VICTORIAN TOURISM?

The Victoria Tourism Industry Council (VTIC) invites you to their quarterly forum.

With Australia's economy officially growing again, we appear to have weathered the Global Financial Crisis better than most countries. Or have we? Has Victorian tourism fared as well as other sectors of the economy? What lessons are there to be learned? What does 2010 have in store for Victorian tourism as we grapple with a strengthening dollar, ever increasing competition, another bushfire season and other challenges?

The VTIC Forum will assist you to make your own conclusions. Join us and our special guest speakers for what promises to be a lively and informative session. Guest speakers include:

- Michael Emerson, Founding Director, Economic Marketing and Development Advisors
- Natalie Pickett, Managing Director, Southbound Australia
- Damian Tkalec, Executive General Manager, Melbourne Airport

Following the Forum, attendees are invited to remain for an hour of pre-Christmas networking until 7pm.

The Details:

Wednesday 9 December - Forum: 4pm - 6pm, Drinks and Canapés: 6pm - 7pm
VECCI, Level 5, Room 5.3 - 486 Albert Street, East Melbourne
Member: \$48, Non-member rate: \$68

RSVP:

Friday 25 November

Phone: VECCI Customer Care 03 8662 5211 or Email: events@vecci.org.au

VICTORIA'S INTERNATIONAL EXCHANGE (VIE) 2009

To be held on Monday 30 November 2009, this is an important event on the Victorian tourism calendar - VIE 2009 provides interactive sessions with Tourism Victoria's overseas based Regional Managers and industry representatives who are active in the international marketplace.

This year, in an endeavour to be environmentally friendly, the VIE Manual will only be produced in electronic format on a USB device. The VIE Manual contains comprehensive international tourism marketing information and will be a vital reference tool. The USB device will be sent to all registered delegates prior to VIE. You will not receive a VIE Manual upon registration on the day of the conference.

For more information and to register go to www.tourism.vic.gov.au/vie/



This email was sent to "".

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