

Making the Wet Tropics National Landscape a world-class experience!



Creating a bountiful memory bank for your visitors will lead to a more prosperous business for you! Come along to the Wet Tropics "Experience Development Forums" and share ideas on how to make this a reality for your business!

Experience Development Forums to help tourism operators in the Wet Tropics National Landscape develop signature experiences will be held in the coming weeks.

Why?

Travellers around the world are looking for meaningful experiences that connect them to special places, people and cultures. While the Wet Tropics is home to both the oldest living rainforest, the oldest living culture and one of Australia's prestigious [National Landscapes](#), feedback from visitors suggests we could do more to truly excite, engage and inspire.

What's in it for you?

- Explore the strategic insights, research findings and current worldwide trends in experience development
- Gain practical tools and advice on how to shift from selling a product to giving visitors a memorable experience
- Discover benefits of this shift for your business - increased yield, market share and greater advocacy from visitors
- Be competitive on the global stage

Attendees will walk away with practical tools and ideas to create world class, memorable experiences in their business. A number of these 'ideas' from the forums will receive support and mentoring over six months to help bring that idea to reality.

Event Details

Join us at the Experience Development Forums in your region.

Cairns	Tuesday 19 February 2013 (2-5pm Hilton Cairns)
Port Douglas	Wednesday 20 February 2013 (11-2pm Sea Temple Resort Port Douglas)

For more information contact Sarah Murdoch at Tourism and Events Queensland on 07 3535 5615.

Please send rsvp's to Kelly at EC3 Global at kelly.haussler@ec3global.com.



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