

Joint Media Release: Australian Regional Tourism (ART) and Tourism Tribe

For Immediate Release

11 October 2023

Australian Regional Tourism (ART), the peak national body representing regional tourism practitioners, is pleased to announce its affiliation with Tourism Tribe, a renowned global digital learning platform dedicated to the tourism industry. This partnership marks a significant step in expanding digital support and learning opportunities for ART's members.

As a respected hub for collaboration, cooperation, ideas generation, knowledge sharing, and networking within the regional tourism sector, ART recognises the importance of providing its members with access to cutting-edge resources and expertise. Through its affiliation with Tourism Tribe, ART aims to empower its community with discounted access to Tourism Tribe's esteemed Digital Academy.

This partnership follows closely on the heels of Tourism Tribe's innovative collaboration with Australia's Coral Coast Regional Tourism Organisation, which set a precedent for destination marketing organisations (DMOs) worldwide to offer world-class digital support and learning to their members. Tourism Tribe's Digital Academy offers a range of benefits, including fortnightly support calls with digital marketing experts, access to a comprehensive library of digital marketing resources, updates on the latest industry trends and technologies, and exclusive discounts on additional services.

"We are thrilled to welcome Australian Regional Tourism (ART) as our affiliate partner," said Liz Ward, CEO of Tourism Tribe. "Our mission is to democratise access to top-quality digital learning and support for tourism businesses, regardless of their size or location. With ART joining our affiliate program, regional tourism professionals and tourism operators across Australia will now have the opportunity to harness the power of digital marketing and business development."

Through this affiliate partnership, ART aims to enhance its value proposition and contribute to the strength and resilience of the regional tourism industry. This collaboration aligns with efforts to expedite the industry's recovery, particularly in the aftermath of the COVID-19 pandemic.

Coralie Bell, Chair of Australian Regional Tourism, expressed her enthusiasm for the partnership, saying, "ART is proud to join forces in an affiliate partnership with Tourism Tribe, giving our members discounted access to additional digital support and learning opportunities to better their business and strengthen their regions."

Australian Regional Tourism (ART) invites its members to seize this transformative opportunity and join the Tourism Tribe Digital Academy. To sign up or learn more about the digital resources and support available, click [here](#).

About Tourism Tribe

Tourism Tribe is a leading global digital learning platform dedicated to the tourism industry. Through its mission of empowering businesses with the necessary resources and support to navigate the digital world, Tourism Tribe aims to strengthen the tourism industry by enabling access to best practices and fostering a global community of learning and growth.

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About Australian Regional Tourism (ART)

Australian Regional Tourism (ART) is the peak national body representing regional tourism practitioners. ART acts as a hub for collaboration, cooperation, ideas generation, knowledge sharing, networking and so much more. On behalf of its members, ART advocates for sustainable regional development and amplifies key messages to government, other industries and industry sectors, researchers, educators and the public.

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Affiliate Partnership

