

Australian Regional Tourism Convention

9 - 11 October, 2024

Mackay, QLD

Australian Regional Tourism is pleased to announce that Mackay, Queensland will be host to the 2024 Australian Regional Tourism Convention to be held 9 – 11 October 2024. This remarkable achievement is testament to the council's dedication to advancing regional tourism, fostering economic growth, and enhancing the region's tourism industry.

Mackay, located in the heart of Queensland, is home to Australia's longest stretch of subtropical rainforest and is famous for its history as one of Australia's largest sugarcane farming regions. It presents endless opportunities to explore untouched nature and the region's multitude of breathtaking and pristine national parks. Elevating their local tourism industry through exceptional experiences in the region has Mackay thriving.

"We are excited to be working with Mackay Regional Council to deliver the 2024 ART Convention," said Joel Chadwick, Australian Regional Tourism Chair.

"The convention is renowned as the preeminent event for industry stakeholders to share insights, network, and collaborate. With the recent surge in attendance, attracting over 200 delegates in recent years, it is evident that the interest in growing Australia's regional tourism sector is on the rise," continued Mr Chadwick.

Mackay Regional Council Mayor Greg Williamson said it was an exciting coup for the region to host this prestigious event.

"We know that Mackay is the best place in Australia to live, work and invest, and what better way to show off our fantastic region than by hosting the Australian Regional Tourism Convention," Mayor Williamson said.

"Our tourism businesses are integral in driving investment into our communities, supporting sustainable growth and job creation," he said.

"We have some outstanding, not to mention award-winning, tourism businesses here and council is committed to supporting them to shine so they can promote the liveability of the region."

The Australian Regional Tourism Convention is a must-attend event for local councils, regional tourism organisations, tourism professionals and government personnel wanting to contribute to the future of regional tourism in Australia. Every sector of the tourism industry is invited to attend the convention and take the opportunity to collaborate and investigate solutions to shared challenges while shaping the future of Australia's regional tourism.

Regarded as the most significant annual event for anyone engaged in regional tourism, the convention provides delegates the opportunity to connect, share ideas and engage in robust discussions around opportunities and challenges being faced by the industry.

The event is made possible with the support of numerous sponsors who share a common vision of advancing the regional tourism sector and strengthening Australia's regional communities.

The 2024 Australian Regional Tourism Convention promises to be the most significant learning and networking opportunity of the year for the regional tourism industry. By actively participating in this event, you can contribute to shaping the future of regional tourism in Australia.

Save the date and be part of this vital initiative, as we unite to drive regional tourism growth, foster

collaboration, and lead the way towards a brighter future for regional communities in Australia.

For more information visit the Australian Regional Tourism website www.regionaltourism.com.au

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