

Welcome to Tourforce!

I would like to welcome you to the first edition of Tony Charters and Associates' Tourforce.

Tourforce is an industry newsletter designed to keep both the direct and indirect participants in the tourism network connected with: issues raised in peak conferences such as Tourism Futures; new policy and planning initiatives; product development; marketing; and best practice case studies. I will also endeavour to keep you informed of grant programs and other areas of assistance. Tourforce will also feature cutting edge projects being undertaken within my practice and those of my Associates. Guest editorials from industry leaders will be invited – addressing some of the key issues raised at the Tourism Futures Conference. The newsletter reaches a national and international reader body of 9,000.

To ensure Tourforce evolves in the direction of readers' interests, we welcome your [feedback and contributions](#).

Tony Charters



Virgin Blue Carbon Offset Program

Virgin Blue has become the first airline in Australia to adopt a certified carbon offset program that forms part of its integrated strategy to address environmental impact issues. Virgin Blue will commit approximately \$2.5 million over the next five years...[read more](#)



Golden Chain Turning Green

One of Australia's largest accommodation groups the Golden Chain Motor Inns is setting a "green" standard for all its 320 properties to achieve...[read more](#)



Green Travel Guide for 2007

A new free green travel guide has been published for the first time by a UK-based not-for-profit organisation dedicated to communicating sustainable tourism. Ecoescape features expert input from leading travel writers on sustainable places to eat and stay, ways to travel and things to do...[read more](#)

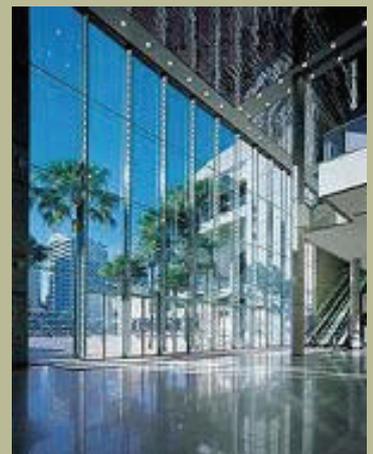


Treasure Island Turtle Program

Treasure Island Resort offers guests an opportunity to protect its resident Hawksbill Turtles through a tagging and release program...[read more](#)

Greening the Sydney Convention and Exhibition Centre

The Sydney Convention and Exhibition Centre have achieved Green Globe Benchmarking accreditation along with Kuala Lumpur Convention Centre...[read more](#)



PRODUCT DEVELOPMENT



Grand Canyon Skywalk

The recently opened Grand Canyon Skywalk allows visitors to experience the Grand Canyon from a completely new perspective. Located 200 kilometres east of Las Vegas, the horse-

shoe shaped glass open-air walkway is suspended 1,200 metres above the canyon's floor and extends 21 metres from the west rim of the Grand Canyon... [read more](#)

FUNDING

Applications for \$4 million of tourism funding for innovative and regional tourism projects are available under the Australian Government's Australian Tourism Development Program...[read more](#)

Australian Government Initiative
AusIndustry

Grey Nomads as a potential Mobile Workforce – National Survey Results

RESEARCH

A joint research project between Tony Charters and Associates, Department of Employment and Training, Tourism Queensland and the Campervan and Motorhome Club of Australia was recently conducted to investigate the potential for 'Grey Nomads' to fill labour and skills shortages and contribute to regional development by participating in voluntary and paid work opportunities while travelling...[read more](#)



totem

Totem Tourism Marketing

Sustainable Tourism Report

Totem Sustainable Tourism has released its third Sustainable Tourism Report. The report forecasts international tourists to reach 1.05 billion by 2010 and sustainable tourism to reach 250 million... [read more](#)

AWARDS

New Ecotourism Website Award

Government websites that spotlight ecotourism and sustainable travel are eligible to win Planeta.com's Ecotourism Spotlight Award. The award is divided into three categories: local, national and international with nominations accepted online from 15 March to 15 June 2007...[read more](#)

Tourism for Tomorrow Awards Finalists 2007

The Great Barrier Reef Marine Park Authority is one of 12 finalists for the prestigious Tourism for Tomorrow Awards 2007. Tourism businesses and initiatives from all over the world were encouraged to apply for these elite Awards, which represents the highest accolade for best practice in travel and tourism development...[read more](#)

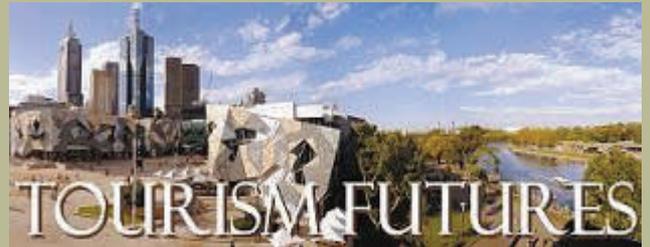


Tourism Futures National Conference 2006 - Outcomes

The 2006 Tourism Futures conference forums, Topline, and Action Agenda highlighted that the tourism industry is rapidly approaching a critical phase in terms of its response to, and engagement in:

- 'external' issues: climate change, peak oil, aviation, demographic and social changes
- 'internal' issues: embracing technology, 'war for talent' workforce attraction and development, cohesive industry, innovation in product development and marketing

These papers are also available on CD Rom for purchase...[read more](#)



EVENTS

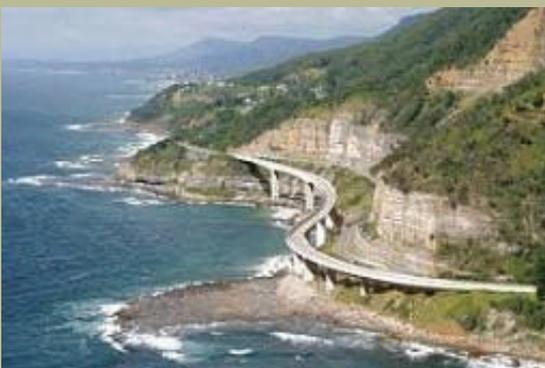
Global Ecotourism Conference

The first global ecotourism conference since the United Nations (UN) International Year of Ecotourism 2002 is being held in Oslo, Norway from May 14-16, 2007...[read more](#)



Asia Pacific Cities Summit

The Asia Pacific Cities Summit (APCS) returns to Brisbane this year from 31 August to 3 September 2007. The theme of this year's Asia Pacific Cities Summit (APCS) is Renewing Asia Pacific Cities, and features a sustainable tourism stream...[read more](#)



SEGRA Conference - Regions can rely on change

Climate Change, impacts of a resource boom, demands on infrastructure, skill shortages and many other issues have required urgent responses by regional Australia. The most predictable element facing regions is change itself. The **SEGRA** 2007 Conference takes up this theme, taking a proactive stance and examining how regions can seize opportunities presented...[read more](#)