



MEDIA RELEASE

For immediate release

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Centroc Summit- Sustaining Communities through Tourism

“The opening day of the 2012 Centroc Summit at Mount Panorama, 7 November, just happens to coincide with World Responsible Tourism Day, a universal movement aimed at building a sustainable future for the travel and tourism industry world-wide” said Councillor Phyllis Miller, Chair of Centroc

“The day is marked around the world with special events and promotions that demonstrate that the industry is determined to make a real difference” said Cr Miller.

“Central NSW is doing its part by launching ‘100 mile trails’ throughout the region showcasing its unique heritage, technological history, culture, food and wine as well as its people and landscapes. The trails promote hospitality businesses that use food and wine sourced from within 100 miles (160km) with the aim of encouraging more sustainable food supply in the local region” said Cr Miller.

“Sponsored by the NSW Environmental Trust, the afternoon session of day one of the Centroc Summit will provide an insight into how the 100,000 Hands campaign can grow resilience through tourism. This campaign relies on the region’s competitive advantage of social connectedness to deeply engage community and councils in the ‘tourism experience’” said Cr Miller.

“Tourism is the third largest industry in Central NSW and is known for its collaborative and innovative approach to developing tourism product that not only maximises the region’s strengths in ecotourism but also contributes to its future economic sustainability” said Cr Miller.

“I’m looking forward to hearing from keynote speaker, Louise Kelly from Hearts and Minds and others experienced in this sector about how Central NSW communities can be revitalised through tourism” said Cr Miller.

For more information and to keep updated please join our Centroc Summit Facebook page and visit our website at <http://centrocsummit2012.com/>

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