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## ALL EYES ON ECOTOURISM WITH PROGRAM LAUNCH

With climate change tightening its grip and a growing consumer appetite for all things 'green', the much anticipated program for the national ecotourism conference, Global Eco, has been launched today.

New technologies, ground-breaking research, new product partnerships and controversial policy initiatives are high on the agenda.

Identified by many as a key growth area of the future, ecotourism is not an over-night sensation.

The industry in the Asia Pacific region will gather for its 17<sup>th</sup> annual conference in Alice Springs in Australia's Northern Territory to showcase the full gamut of challenges and potential solutions facing the industry.

A stellar cast of keynote speakers, best practice workshops and field trips is set to invigorate the industry already renowned for innovation and forward thinking.

"Many in mainstream tourism now look at the ecotourism sector as a role model, with climate



**change impacts looming and the marketplace keen to see all businesses make a much lighter footprint” says ecotourism pioneer, Mr Tony Charters who is convening the conference for Ecotourism Australia.**

**“There is a really exciting buzz around ecotourism which is stronger than ever before, with widespread interest in solar, water and energy technologies and tourism products with conservation integrity. It is a pleasure to be drawing together some of the most talented and creative practitioners in the tourism industry, both from Australia and internationally for this conference.”**

**Critical research and out-of-the-box policy initiatives will be presented to delegates at the Global Eco conference, with an emphasis on a dynamic exchange of views and experiences.**

**Streams covered at Global Eco are:**

**Ecodesign;**

**Ecomarketing;**

**Indigenous tourism development;**

**Sustainability and climate change;**

**Technology;**

**Tourism and Protection through partnership;**

**Tourism in Protected Areas.**

**“Australia led the way on ecotourism globally for many years, but our competitors are nipping at**

**our heels - innovation can't stop," said Mr Charters.**

**"Australia cannot afford to take its eye off the ecotourism ball – we already face real challenges from competitors in south-east Asia, South America and Africa.**

**Consumer hunger for meaningful, nature-based experiences is growing exponentially, and it is critical the industry continues to extend itself to help redefine 'best practice'.**

**For a conference program and registration please visit [www.globaleco.com.au](http://www.globaleco.com.au)**

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