

MEDIA RELEASE

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Destination NSW to deliver new training workshop for Riverina Murray Tourism businesses

This month Griffith will host a new training workshop delivered by Destination NSW (DNSW) tailored to tourism industry operators. On August 15, as part of a DNSW state-wide Program, the Tourism Development Workshop will offer insights and provide resources aimed at building product development capacity within the Riverina.

The industry-specific development session is available to all local tourism operators ensuring they remain at the forefront of their marketing and development efforts with a particular emphasis on market-ready product development.

Richie Robinson, General Manager of Destination Riverina Murray, says the workshop is particularly beneficial as attendees will have the opportunity to engage in one-one conversations with key DNSW staff about product development and how to access regional tourism funding.

“This is a win-win for all the attendees as DNSW have made a long-term commitment to provide regional tourism businesses with expert advice to ensure they are supported and continue to flourish. The development workshop will cover a range of topics, including how to create or refine a tourism experience that can be sold to visitors, information on local and state funding opportunities as well as how to promote their business via media and social channels. There are further resources including online webcasts available for post-workshop assistance”.

The one-day workshop is aimed at tourism businesses, including accommodation, tours, and attractions; plus businesses interested in developing a tourism product, such as wineries, breweries, artisan food producers, unique dining experiences, galleries, and gardens.

Date: August 15, 2018

Time: 09:00 – 14:15

Venue: Griffith Exies Club, Jondaryan Avenue, Griffith

Cost: \$50

[Register here.](#)

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