



Media Release



QANTAS TO AGAIN SPONSOR SUSTAINABLE TOURISM SEMINARS

SYDNEY, 6 JULY 2009: Qantas announced today it would again host a series of tourism industry seminars around Australia as part of its commitment to sustainable tourism in 2009.

Group Executive Qantas Airlines Commercial, Mr Rob Gurney, said the seminars would build on last year's successful workshops.

"Last year's seminar program involved the participation of over 600 tourism operators and related businesses," Mr Gurney said.

"This year's seminars, titled *Investing for the Long Haul*, will again help raise awareness of the potential environmental impacts of tourism operations and provide solutions for best practice in sustainability, including highlighting opportunities to access government subsidies.

"Following last year's seminars, our research indicated 85 per cent of delegates had implemented or planned new measures for best practice in sustainable tourism."

Mr Gurney said Qantas was committed to minimising the environmental impact of its operations and driving an industry-wide approach to the issue.

"The Qantas Awards for Excellence in Sustainable Tourism and the Qantas sustainable tourism seminars, both launched last year, are initiatives that highlight this approach," he said.

State and national winners of the 2008 Qantas Awards for Excellence in Sustainable Tourism will be showcased during the seminars. Dates for the free seminars are:

- Perth Thursday 10 September
- Adelaide Friday 11 September
- Brisbane Wednesday 16 September
- Sydney Friday 18 September
- Hobart Tuesday 22 September
- Melbourne Wednesday 23 September
- Alice Springs Thursday 1 October
- Cairns Friday 2 October

Local tourism operators will be invited to register for the seminars from early August.

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