



MEDIA RELEASE

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TO: All Press

Tourism is everyone's business

The Shire of Collie is holding a follow-up to the recent Business Connection event, with a tourism information session being held at the Collie Visitor Centre, 6-8pm, Thursday, 30 August.

Business owners, retail staff and interested community members are invited to come along to this free, interactive session to learn how to keep visitors staying and spending longer in Collie.

The host and peak visitor servicing body, the Collie Visitor Centre, will provide an overview of Collie's tourism offerings and services available for visitors.

Collie Visitor Centre Manager Lisa Gillespie said she was looking forward to familiarising businesses with what the Centre could offer.

"Visitor numbers and enquiries continue to increase as Collie gains interest as a tourism destination" Ms Gillespie said.

"I'm looking forward to familiarising businesses with what is on offer as we progress together as a community into an exciting future."

The session will also feature case studies from a local accommodation provider and tourism ambassadors.

Steve Roney, administrator of the popular Facebook page "Why I #visitcollie" urged residents to do their bit to help tourism flourish in Collie.

"It doesn't take any special skills to be a tourist in your own town," said Mr Roney. "It can be as simple as popping up some pics on Facebook, posting a good review, or giving a local business a like and a share."

Shire President Sarah Stanley said it was important for businesses and community members to give visitors the best experience possible.

"Tourism is everybody's business," said Cr Stanley. "It doesn't matter whether you sell coffees or tyres, or just enjoy living in Collie, the flow-on benefits from an increase in tourism dollars can benefit the entire community."

To find out more, or to RSVP, phone 9734 9000 or email colshire@collie.wa.gov.au.

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