

MEDIA RELEASE FOR IMMEDIATE RELEASE

Friday, October 7, 2022

Attractions showcased at Blue Mountains Tourism Exchange `22

Blue Mountains Tourism will shine a spotlight on attractions businesses in the region at an industry expo in December.

Blue Mountains Tourism Exchange (BMTE22) will be the fourth industry event held by the region's recognised tourism organisation since it secured \$2.6 million in Bushfire Local Economic Recovery (BLER) funding last July.

BMTE22 will provide attractions business owners and managers a chance to meet industry visitors such as product/experience buyers from inbound tour companies and concierge from city hotels who help influence visitor travel plans, along with local tourism business owners, travel media and local peers.

Stallholders will have the opportunity to exchange information about their businesses and discuss possible business collaborations.

All businesses in the Blue Mountains region are welcome to attend the forum as well as those from further afield.

Blue Mountains Tourism has also invited industry contacts from a targeted list of government, industry bodies, industry influencers such as hotel concierge and neighbouring council and tourism regions.

However, stallholders have been restricted to attractions businesses operating within the Blue Mountains LGA.

Blue Mountains Tourism president Jason Cronshaw said: "While all businesses in the region have been impacted by events of recent years (primarily bushfire, pandemic and severe weather), attractions businesses have without a doubt suffered the greatest.

"BMT is providing the setting for attractions businesses to sure up their viability by lining up business with tour companies that take domestic and international tourists into destinations, and local and city hotel concierge who make activity suggestions to their guests."

Blue Mountains Tourism Exchange `22 will be held at Hotel Mountain Heritage, Apex and Lovel streets, Katoomba, from 2pm to 5pm on Tuesday, December 6.

Registration free but essential: <https://www.eventbrite.com.au/e/423135950017>.

Bushfire Local Economic Recovery Fund: This Bushfire Local Economic Recovery project is jointly funded by the Commonwealth and the New South Wales Government under the Disaster Recovery Funding Arrangements.