

regional tourism forum

riverina murray



EVENT PROGRAM

Thursday 23 April 2026

Tocumwal War Memorial Hall

50-54 Deniliquin Street Tocumwal NSW 2714

Hosted by:



Destination
Riverina Murray NSW



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EVENT PROGRAM

8.00am -
9.00am

Registrations Open

9.00am -
9.25am

Opening Address

Keynote

9.25am -
9.45am

Cultural Connection: Bullanginya Dreaming

A local hero visitor experience and powerful example of what is possible when tourism operators and Aboriginal communities work together with respect, trust and shared purpose. Be inspired to integrate cultural connection into your tourism product.

Keynote

9.50am -
10.20am

Visitor Economy Data Deep-Dive

Unpack the latest visitor economy insights for the cross-border Murray and Riverina NSW region. Walk away with the latest data on visitor numbers, emerging markets, and what it means for your marketing and product development.

10.25am -
10.40am

Morning Tea

Breakout Groups

10.50am -
11.20am

Product & Experience Development

Strategies to elevate your visitor offering. Learn how to create more memorable and compelling visitor experiences to help your tourism product stand out.

Planning and Development Applications

Understand when a development application is required, how to approach the process with confidence, and what to watch for along the way, leaving you better equipped to navigate approvals.

Data-Informed Decision Making

Explore how data can be used to anticipate visitor demand, plan for peak periods, and strengthen your business decisions.

Keynote

11.40am –
12.05pm

Brand & Storytelling

A modern perspective on how powerful storytelling is for driving business success, with simple yet important steps on how-to strengthen your brand presence and better tell your product's story.

Keynote

12.10pm –
12.35pm

Emerging Tourism Sectors

The rise of outdoor and nature-based tourism, how operators can align with these growing markets, and practical ways to attract and engage audiences seeking these types of visitor experiences.

12.45pm –
1.40pm

Lunch at Tocumwal Hotel**Keynote**

1.50pm –
2.15pm

Local Collaboration: The Canola Trail

How tourism operators and councils can unlock shared opportunities and rewards. Be inspired to collaborate with your neighbours to unlock a stronger, more resilient local visitor economy.

Breakout Groups

2.30pm –
3.00pm

Quick Fixes for your Tourism Business

Simple, low-cost ways to lift your business and visitor appeal. Sometimes it's the small details that can make a big difference!

Agritourism

Inspirational stories of how working farms have been transformed into thriving visitor experiences. Insights into the key decisions, lessons learned, and triumphs shaping this emerging sector.

Cross-Border Emergency Preparedness

A conversation on navigating natural disasters and state emergencies within the tourism sector, and progressing as an industry to strengthen preparedness and improve the safety of both businesses and visitors.

3.00pm –
3.15pm

Afternoon Tea**Debate**

3.20pm –
4.00pm

Agritourism: A sustainable diversification option, or a risk to traditional agriculture?

Emerging as one of Australia's strongest growth sectors for the visitor economy, explore what agritourism could mean for the local region.

4.00pm –
4.15pm

Closing Address

4.30pm –
6.00pm

Networking Event at Tocumwal Brewing Co.

Includes 2 complimentary drinks and light canapes.
