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| The Tourism Management Group, part of the School of Management, Victoria Business School, invites you to attend the following seminar: |
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| The challenges of attracting air services to regional destinations |
| Presenter: **Bruce Dale**Market Analyst, North Queensland Airports, Cairns, Australiacid:image011.jpg@01D1DC34.AEB877B0**Wednesday 20th July****12.30 – 1.30pm****Boardroom, Level 12, Rutherford House****Pipitea Campus, Wellington**The seminar will cover the history of flying from non-major cities in Australia and NZ, and the factors which have shaped the airline development at those ports. It asks what can be done to secure sustainable services?Bruce will throw in his thoughts, as an outside observer, on the proposed Wellington airport extension, a news worthy topic at the moment. **About the presenter**:Bruce is a market analyst at North Queensland Airports (operating Cairns and Mackay) Graduated from Victoria University of Wellington in 2006 with a Bachelor of Tourism Management.Masters in Tourism Management from James Cook University, 2008. Part of Bruce’s study programme included a study on the relationship between air service and remote destination development.Previous relevant employment history: 3 years at the NZ Ministry of Tourism working on the tourism surveys and aviation policy work. Many years as a front line travel agent which gave Bruce a practical understanding of how this operates and how it hooked him into this industry. ALL WELCOME |
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Any queries please Email: tourism@vuw.ac.nz |
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