



## **MEDIA RELEASE**

For immediate release

22 February 2021

### **Tour Guides give back to Aussies!**

International Tourist Guide Day celebrates the role of experienced Tour Guides on 21 February annually. In a year that has been devastated by a hard lockdown of Australia's International Borders, our members give back to Aussies with free walking tours.

To celebrate International Tourist Guide Day, the Professional Tour Guide Association of Australia (PTGAA), with support from the City of Melbourne, have launched a selection of free Melbourne walking tours hosted by PTGAA members. These tours will take place on Sunday 28 March 2021.

In Sydney, a free accessible walking tour for blind and low vision travellers was held on International Tourist Guide Day, hosted by James McFarlane, owner of accessible tour operator Cocky Guides a PTGAA member.

"Our members are excited to get out and about to share their knowledge with fellow Aussies. I invite the community to join one of our free tours or look for an accredited guide to see what you can discover in your own backyard." said the President of PTGAA, Jim McInerney.

PTGAA is also a strong advocate for ongoing National government support to retain trained and skilled professional tour guides to meet demand once international border restrictions are relaxed.

"The Federal Government has done an amazing job to retain many skilled professionals in the industry so far. As COVID vaccines are distributed across the globe, a safe destination like Australia will be very popular for international visitors. Any move to shift our members from JobKeeper to JobSeeker at the end of March will see a mass exodus of experienced professional tour guides lost to other industries at the time we need them most. The turnkey approach the government has taken to date in order to reboot tourism will be lost." said Jim.

To book a free walking tour in Melbourne on Sunday 28 March 2021 or find an accredited tour guide for your next Australian holiday, visit [www.ptgaa.org.au](http://www.ptgaa.org.au)

**END**



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### CONTACT

For further information: please contact Jim McInerney at [president@ptgaa.org.au](mailto:president@ptgaa.org.au) or call 0417 123 178

### ABOUT PTGAA

PTGAA has undertaken the accreditation and professional development of professional tour guides since 1985. We support our members with various benefits such as industry discounts, regular PD events, discounted Group Insurance cover. We engage proactively with industry partners to foster partnering and business opportunities with our Members. For more information visit [www.ptgaa.org.au](http://www.ptgaa.org.au)

### ABOUT INTERNATIONAL TOURIST GUIDE DAY

International Tourist Guide Day was established by the World Federation of Tourist Guide Associations (WFTGA) and is celebrated each year on February 21. The first International Tourist Guide Day was held in 1990. This day is aimed at raising public awareness about the fact that tour guides are cultural ambassadors of the regions they represent.

In 1990, fifteen countries participated in International Tourist Guide Day. Since then, the number of participants has been constantly growing. Members of the WFTGA are encouraged to hold events to draw the attention of fellow citizens, the media and local authorities to the important of the work of tour guides and tourism in general.