

## **MEDIA STATEMENT**

5 January 2020

### **Australian tourism industry saddened by loss of 'tourism pioneer' and family member**

It is with great sadness that the Australian Tourism Industry Council (ATIC) has learned of the loss of one of the tourism industry's great 'bush pilots', Dick Lang and his son Clayton, in the Kangaroo Island fires in South Australia.

Dick Lang, with his wife Helen, ran one of Australia's oldest running air safari companies and had been a long-standing contributor to Australia's tourism industry. Commencing in 1966, Dick Lang was considered a pioneer of ecotourism in Australia with tours that specialised in harder to reach destinations specifically within National Parks.

With a strong commitment to high standards and quality experiences, Dick Lang's Bush Pilots long held accreditation with ATIC under the Quality Tourism Framework which helps deliver resilient and stronger tourism businesses.

The Australian tourism industry expresses its sincere condolences to the Lang family during this most difficult time.

ATIC is the national representative body of Australia's State and Territory tourism industry councils (TIC).

ATIC Executive Director Simon Westaway said: "Like all Australians we are dismayed by the ongoing devastation caused by the bushfires impacting many of our regional communities across the nation where tourism is now an important social and economic pillar.

"The bushfire crisis has and will continue to have a significant impact on our industry both directly and indirectly moving forward. But the immediate priority is for our industry and our tens of thousands of businesses to best support their local communities as authorities work to curtail threatening fires," Mr Westaway said.

### **FURTHER DETAILS:**

Richard Amos	Royce Communications	M: 0418 344 978
Shaun deBruyn	CEO, Tourism Industry Council – South Australia	M: 0419 841 190