Working Holiday promotion in Germany encourages family to visit

Tourism Australia has launched a heart-warming campaign in Germany encouraging parents to experience Australia by visiting their children while they are Down Under on a life-changing working holiday. Two lucky Working Holiday Makers, Larissa and Ailina, won a Tourism Australia competition for their parents to visit them not knowing that it would be a surprise visit for them. Tourism Australia produced two videos showing Larissa in the Northern Territory and Ailina in Western Australia being unexpectedly reunited with their parents and enjoying Australian adventures together. STA Travel, Tourism Northern Territory and Tourism Western Australia partnered on the campaign.

Save the date for ATE18

Tourism Australia and the South Australian Tourism Commission have confirmed that the Australian Tourism Exchange 2018 (ATE18) in Adelaide will be held from 15 to 19 April. Seller applications will open late August.
**The Star Sydney launches experiential studios**

The Star Sydney has launched the Studios at The Star - three luxury accommodation spaces featuring immersive entertainment, including the 70s Glam Studio, sci-fi chic Cyberpunk Studio and Dark Romance Studio.

**Sculpture at Barangaroo, 5 – 20 August 2017**

Returning in August this year, Sculpture at Barangaroo will feature 14 artworks by nine established and emerging Australian artists, curated specifically to complement the striking landscape and backdrop of Sydney Harbour.

**Newcastle’s new coffee cellar door unveiled**

Peaberrys Coffee Roasters in Newcastle has recently unveiled a cellar door, offering a full education experience about bean types and roasting techniques whilst tasting their home-created blends.

**Two of the world’s best lodges in South Australia**

South Australia’s Southern Ocean Lodge on Kangaroo Island and The Louise in the Barossa Valley have been named among the Top 100 Hotels in the World for 2017 by Travel & Leisure.
Dreamtime 2017
Registrations are open until Friday 18 August for Australian Industry to participate in Dreamtime 2017, Tourism Australia’s signature business events showcase. Held every two years in a different Australian destination, the Dreamtime program consists of business to business sessions between Australian industry and international incentive agents. Presented in partnership with the Brisbane Convention Bureau, Dreamtime 2017 will take place from 3 to 6 December in Queensland’s state capital.

Greater China Travel Mission
Seller applications are open until Wednesday 16 August for the Greater China Travel Mission (GCTM) to be held in Guangzhou from 11 - 14 December. GCTM provides a forum for Australian tourism businesses to engage with approximately 70 key Chinese buyers and establish business links through a scheduled appointment program. The GCTM buyers are end decision makers from mainland China, Hong Kong and Taiwan who actively sell Australia as a preferred long-haul destination to Chinese travellers.

Greater China Premium Travel Showcase
Seller applications are open until Wednesday 16 August for the Greater China Premium Travel Showcase (GCPTS17), to be held in Guangzhou, China from 13 – 15 December. GCPTS17 provides a forum for premium and luxury Australian tourism businesses to engage with approximately 30 key premium buyers from the Greater China region to showcase their product through a scheduled appointment program. The GCPTS buyers sell

China Destination Development Mission
Expressions of interest are open until Friday 25 August for Australian businesses to join Austrade’s first-ever Destination Development Mission to China. The mission will be of interest to Australian tourism consultants, education and training providers, hotel and other operators looking to deliver goods and services into China. It will provide opportunities to engage with government officials, industry players and customers as
Australia as a premium destination to Chinese travellers, as well as opportunities for business matching, networking events and participation in the Australian Tourism Education showcase.

Generation Z: the new destination disruptors

Generation Z, young people born late in the 1990s to 2010s, hold considerable influence over their families' travel decisions, according to Virtuoso's recent survey of over 700 of its global advisors. By 2020, this generation will account for 40 per cent of all consumers with disposable income to travel. Generation Z are seeking personalised and adventurous travel experiences, deeper cultural immersion and visual storytelling. For more research and trends related to international and domestic tourism and travel visit Tourism Australia's Insight Files.

NEWS IN BRIEF

Registrations are open for ATEC Meeting Place 2017 to be held in Perth from 20 to 22 November.

Registrations are now open for the 2017 Whitsundays Tourism Exchange in Airlie Beach on 22 November.

Destination NSW has partnered with Russell Crowe's musical project The Indoor Garden Party to supply vision which features more than 15 locations throughout NSW for the band's music video for the single Out of Range.

Tourism Whitsundays, is partnering with Expedia Media Solutions on a 12-month campaign on Wotif.com and Expedia.com.au to drive awareness and sales to the Whitsundays.

The William Inglis Hotel, MGallery by Sofitel is currently under construction as part of a new $140m precinct to be known as Riverside Stables in south-western Sydney.

Flight Centre has agreed a $6 million three-year partnership with Tourism and Events Queensland focusing on NZ, the UK and Canada that will include...
The Queensland government has published the Tourism Workforce Plan 2017-2020 providing a roadmap to prepare for future job needs in the tourism sector.

Tourism Industry Council Tasmania has launched Tourism - It's a Team Effort, a six-week television and social media campaign designed to raise awareness of the role of tourism in the Tasmanian economy.

Visit Victoria is partnering with CTRIP – China’s leading provider of travel services – to market the state to its registered user base of more than 250 million people.