



Australia showcased to international incentive planners

6 December 2017

Australia's business event capabilities are on show this week to almost 100 international incentive planners and decision makers and 19 business events media at Dreamtime 2017, Tourism Australia's signature incentive product showcase. The first two days of the program were held in Brisbane with 89 of Australia's business events industry giving international delegates the opportunity to discover the latest incentive offerings from around Australia and experience Brisbane's creative incentive products first hand. A further three days will now be spent on educational visits to other Australian destinations to see what the country has to offer. Australia's Minister for Trade, Tourism and Investment, [the Hon Steven Ciobo MP](#), said deals done at Dreamtime would drive tourists to Australia and inject millions of dollars into the economy.

TNQ welcomes China Southern

China Southern Airlines' [first direct flight from Guangzhou to Cairns](#) was welcomed this week. Commencing at three times per week the new route is expected to attract more than 33,000 Chinese visitors to Cairns in the first year. Australia's Minister for Trade, Tourism and Investment, the Hon Steven Ciobo MP, [welcomed the new flights](#) delivering more tourists to Queensland.



TOURISM AUSTRALIA NEWS

シンガポール航空で訪れたい都市



New Singapore Airlines campaign kicks off in Japan

Japanese travellers are being enticed Down Under with Singapore Airlines and its subsidiaries SilkAir and Scoot, to nine Australian gateways. The promotion offers passengers special airfare as well as either complimentary access to the Ambassador Transit Lounge or a night's accommodation in Singapore during their stopover. The campaign, which includes online advertising and email promotions to direct people to offers on [Singapore Airlines' website](#) and [Australia.com](#), is also targeting people in the Hiroshima prefecture with SilkAir's new service via Singapore.



Aussie Specialists learn about self-drive holidays around Australia

Tourism Australia has released a new special interest training module, Self-Drive Australia, on the [Aussie Specialist Program](#) to educate travel sellers on inspiring journeys around the country as well as rules and regulations for safe driving. The online training module is available in English with a range of supporting factsheets for each state and territory with links to detailed itineraries. Approximately half of international visitors to Australia use some form of self-drive transport during their travels.



INTEGRITY
IN TOURISM **USTOA**
United States Tour Operators Association

ANNUAL CONFERENCE & MARKETPLACE

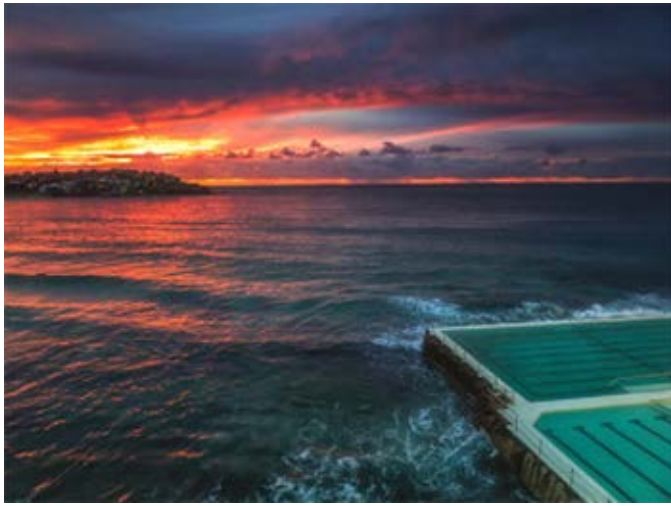
An Australian honeymoon for Prince Harry

Australia's Minister for Trade, Tourism and Investment, the Hon Steven Ciobo MP, has written to His Royal Highness Prince Harry, congratulating him on his engagement to Ms Meghan Markle and [inviting him to Australia](#) for his pre-wedding celebrations and honeymoon. Minister Ciobo offered the services of Tourism Australia to design the ultimate Australian experience for the celebrations. A proposed itinerary for Prince Harry's pre-wedding celebrations featured thrill seeking activities such as a helicopter pub crawl in the NT, a 'James Bond-style' jetpack adventure in Sydney and dune buggies on the Gold Coast. The announcement has generated over 200 media clips globally so far. Photo: [Gold Coast Island Buggy Tours](#).

US tour operators put Australia at the top of the hot list

Australia was named the top "hot" international destination for American travellers in 2018 by a survey of United States Tour Operators Association (USTOA) members this month. The announcement was made at USTOA's Annual Conference and Marketplace in Florida which Tourism Australia attended and held over 60 meetings with partners. In discussions partners noted strong 2017 sales results for Australia and are expecting even stronger results in 2018. This matched the overall US market trend with 95% of USTOA members anticipating growth and two-thirds forecasting a boom year of anywhere from 7-10% higher in sales growth.

AUSTRALIAN STORIES



Sunrise photography tour on Bondi Beach

Splendour Tailored Tours has launched their Secluded [Sunrise Beach and Photography Experience](#), hosted by award winning photographer Rosie English. Rosie guides guests on a three-hour sunrise walking tour along the Sydney coastline, taking in Bondi, Tamarama and Bronte Beach. Splendour Tailored Tours also offers a range of personal experiences throughout New South Wales including authentic Aboriginal immersion, behind the scenes access at restaurants and wineries, private yacht and Heli charter and action-packed hiking, kayaking and paddleboard tours.



Barangaroo House in Sydney opening this month

Sydney restaurateur Matt Moran's three-storey playground [Barangaroo House](#) opens this month, December 2017. The joint venture with Solotel features a ground-floor bar and eatery, first-floor restaurant and a rooftop terrace bar overlooking Sydney's Darling Harbour.



Mantra Group opens its first Art Series Hotel

Art Series Hotel Group has opened the doors to its eighth



New boutique hotel for Victoria's high country

The boutique [Mitchelton Hotel and Spa](#) opened its doors

art inspired hotel, [The Chen](#), in Melbourne's emerging suburb Box Hill, and the first under new owners Mantra Group. Named after and inspired by Chinese Australian artist Zhong Chen, the 100-room hotel will reflect the cultural diversity of the area and Chen's vibrant works which celebrate his transcultural identity.

to guests on 1 December, 2017. The \$16 million development is the most recent addition to family-owned Mitchelton Winery Estate. Situated near Nagambie, a 90 minute drive from Melbourne, the hotel and spa features expansive views of the surrounds and a 20-metre infinity pool set upon the banks of the Goulburn River.

INDUSTRY NEWS AND EVENTS



G'Day USA 2018 program announced

Australia's Minister for Foreign Affairs, the Hon Julie Bishop MP, and Minister for Trade, Tourism and Investment, the Hon Steven Ciobo MP, announced the [2018 program for G'Day USA](#) last week. Now in its 15th year, G'Day USA is Australia's premier public, economic and cultural diplomacy program that promotes Australian ideas, talent and innovation to influential audiences in the United States. The 2018 program will include events in Los Angeles, San Francisco, New York, Washington DC, Austin and Palm Springs. Find out more at www.gdayusa.org.



Australia Tourism Summit 2018

Early bird rates are available until Monday 8 January for the [Australia Tourism Summit](#) to be held from 29 to 30 January in Los Angeles, California. Now in its sixth year and to be held during G'day USA, the Summit will bring together North American industry leaders for a day of discussions and presentations around creating the future of Australian tourism. Tourism Australia will host senior executives from US and Canadian wholesalers, retailers, media, airlines as well as Australian product at an opening reception on Monday 29 January followed by the Summit the next day. Early bird rates are USD\$199 per person and standard pricing is USD\$299.

ATE18 Media Marketplace

Applications are open until Friday 12 January for Australian tourism products and experiences to attend [ATE18 Media Marketplace](#) from 13 to 14 April



2018 in Adelaide. ATE18 Media Marketplace provides an opportunity to meet exclusively with international and domestic media for one-on-one appointments and networking events. Media and influencers who generate editorial, or create content on Australian tourism products, destinations and experiences for consumers will attend.

NEWS IN BRIEF

Johnny Nee will leave Tourism WA on 8 December after five years as Director International Marketing for North Asia in March 2013. Tourism WA's team in China is now headed up by Andy XU as Country Manager.

China Airlines has upgraded its service between [Sydney and Taipei](#) to new A350-900 aircraft and lifted the frequency to a twice daily.

Air China will launch its new Beijing to Brisbane route flying four times a week from 12 December.

Tourism and Events Queensland has produced a [marketing guide](#) for Queensland tourism businesses.

Chinese superstar Huang Xiaoming has been announced as [South Australia's Tourism Ambassador in China](#).

Air New Zealand will increase its [Auckland-Adelaide](#) capacity by more than 30 per cent from the end of March 2018.

[VTIC has published its 2016-17 Annual Report.](#)

Businesses and organisations are being encouraged to join the [Citizens of the Great Barrier Reef campaign](#) by choosing a colour, joining an action and engaging through marketing and social media channels.

Qantas will operate three to five flights each week between Adelaide and Kangaroo Island complementing the existing Regional Express (Rex) and SeaLink ferry services. Later this month, Qantas will also operate three flights per week from Melbourne to Kangaroo Island over the summer holiday season.

Tourism Australia's fourth annual Destination Australia Conference (DestAus18), the top tourism marketing conference Down Under, will be held in Melbourne on Thursday 15 March 2018. [Register your interest for DestAus18.](#)

