



10 April 2024

TOURISM AUSTRALIA ACTIVITY



Australia Next 2024

Registrations are open for Australian industry sellers to participate in [Australia Next 2024](#). Previously known as Dreamtime, Tourism Australia's signature incentive showcase is now called 'Australia Next' to align with Business Events Australia's bespoke magazine for incentive



National Banksia Sustainability Awards

Last week, Tourism Australia attended the 35th National Banksia Sustainability Award, where [Intrepid Travel](#) was named the winner of the Sustainable Tourism Award. Intrepid Travel is a certified B Corporation with the mission to create positive change through the

planners. Australia Next 2024 will be held in Cairns / Gimuy, Queensland from 8 to 10 September 2024. The event provides the Australian business events industry the opportunity to connect with qualified incentive buyers from around the world, while showcasing Australia's best incentive experiences and products. View the results of Dreamtime 2023 [here](#). Find out more and register [here](#).



April Hot List released

Tourism Australia has released its latest travel 'Hot List' for April 2024, available to download now on our corporate website. The guide, which includes the latest news and tourism offerings across the country and is updated monthly. The 'Hot List' contains a wrap-up of new places to stay and experiences to enjoy around Australia. Check it out [here](#).

joy of travel. Intrepid delivers on this mission through its B Corp certification which measures and audits its impacts on the environment, workers, community, customers, and governance. Other finalists included [Fun Over 50 Holidays](#) for their Our People and Planet Program, [Take 3 for the Sea](#) for their Ground Swell Litter Prevention Program, and [Wild Adventures Melbourne](#) for their regenerative tourism model.



Premium holiday experiences presented to high yield travellers in Mumbai

In India Tourism Australia collaborated with Travel Arena, a Mumbai-based premier [Aussie Specialist Program](#) agent, and invited 20 high net-worth couples to a networking event with the opportunity to showcase why there's nothing like Australia for their next holiday. The activity aimed at translating awareness into actual visitation delivered an extremely positive response through the presentation of uniquely Australian and money-can't-buy experiences to the high yield travellers, with a majority sharing a strong intent to visit

Australia and a couple of immediate conversions as well.

TOURISM INDUSTRY NEWS



Free Sustainability Webinars for Tourism Operators

Following the release of the national [Sustainable Tourism Toolkit](#) for businesses, the Australian Government is hosting a series of free webinars designed for tourism operators to learn how to get started or progress their sustainability journey. Tailored to SMEs, this four-part series will offer practical guidance and inspiration across the different aspects of sustainable tourism. Starting on 30 April, the series covers managing your business in a sustainable way, taking environmental and climate action; respecting culture; and creating positive social impact, including promoting your sustainability story. [Sign up for the webinars here](#) and learn how embracing sustainability can help your business reach new customers, build staff satisfaction, improve profitability, and increase your resilience.



Google SMB Summit - Sydney, 17 May 2024

Industry are invited to join Google's leadership team in Sydney to learn directly about the new features that are being launched to help grow your restaurant, hotel or tourism business. The session will focus on how to use Google to maximize customer reach, access better insights and tell your story through your Google Business Profile. Space at the Google office is limited, so don't miss out on this opportunity (a live stream link will be available). Register for this free event [here](#).



Queensland Visitor Information Centres are now more accessible new audio guides

The Tourism Group has partnered with accessible travel company, Vacayit, to introduce a series of 30 audio guides for Accredited Visitor Information Centres in Queensland. Spread across 10 tourism regions including Noosa, the Whitsundays, Mackay, Longreach, Birdsville, South Burnett Region and the Brisbane Domestic Airport, this partnership marks a significant leap forward in redefining how travellers access information about their destinations, ensuring a more engaging and accessible experience. The Accredited Visitor Information Centre audio guides can be viewed on the participating Centre's profiles on the free Australian Visitor Centres [App](#).



Destination NSW 'Quick tips for creating wellness experiences' guide

Destination NSW has created a ['Quick tips for creating wellness experiences'](#) guide to help NSW visitor economy businesses benefit from growing demand. Wellness travel offers an opportunity for visitors to prioritise their wellbeing while exploring new destinations and cultures. Destination NSW has also produced an on-demand webinar that provides practical tips for accommodation, visitor attractions and tour providers. View the webinar [here](#). Wellness travel involves activities associated with the pursuit of maintaining or enhancing one's personal wellbeing. Australia ranked ninth in the world for wellness travel in 2022, with an estimated \$21.8 million in visitor expenditure.

AUSTRALIAN STORIES



An unforgettable dining experience with internationally acclaimed Chef Nobu Matsuhisa

The mastermind behind the globally celebrated Nobu restaurants, Chef Nobu Matsuhisa, is set to embark on a tour of his Australian culinary empire this May. Chef Nobu will grace his three Australian Nobu restaurants situated within [Crown Sydney](#), [Crown Melbourne](#), and [Crown Perth](#), hosting a series of public-ticketed events at each location. Renowned for his innovative and internationally recognised contemporary Japanese fusion cuisine, Chef Nobu will treat guests to an unforgettable culinary experience featuring iconic dishes, classic cocktails, and the opportunity to meet the esteemed chef himself. Tickets can be purchased online via the Crown Resorts website.



Enjoy a “back to nature” farm stay in Southern Highlands

[Scribbly Farm](#) is a breathtaking property nestled in the stunning Southern Highlands of NSW. Spanning 100 acres, this enchanting farm is more than an overnight stay; it's an intimate journey of the heart, a connection with nature that leaves a lasting, transformative impact. Visitors can stay in a premium Dome, nestled in a private and secluded area surrounded by the Australian bush and native animals. The oversized windows and a generous skylight provide breathtaking panoramic views of the untamed Australian landscape by day and a mesmerising canopy of stars by night making it a perfect getaway destination.



Immerse yourself in the ultimate taste of Indigenous bush foods and culture

Kakadu is preparing to showcase its famed bush tucker in the Top End's premier Indigenous food and culture festival, [Karrimanjbekkan An-me Kakadu - A Taste of Kakadu](#). Staged across Kakadu National Park from 24 to 26 May 2024, the program is set to immerse visitors in a journey of the senses. Indulge in the delectable four course 'Bowali Under the Stars' dinner, prepared by renowned bush-food chefs Paul Iskov of Fervor and Ben Tyler of Kakadu Kitchen. There will be ranger-guided bush tucker walks, ground oven feasts, 'croc and canapes' cruises on Yellow Water Billabong, and the chance to meet traditional owners as they share their skills and local bush food knowledge. Engage in local Bininj / Mungguy culture, with the program including art, music, workshops, and guided tours of Kakadu's rock art galleries.

Experience the captivating and uncharted West Kimberley region from all angles

[Ventur Atlas](#) is redefining travel for adventurous travellers wanting to experience the untouched West Kimberley wilderness by ensuring guests experience the outback from every angle including at land, air, and sea. Ventur Atlas has launched 'Australia's Most Immersive Tours' with a six day West Kimberley expedition designed for tour groups of just 15 and less, and its exclusive six day West Kimberley helicopter safari for couples or small groups. Both tours offer access to rugged gorges and secret swimming holes through extensive helicopter travel, seaplane adventures and boating experiences. With less time spent travelling on a bus, and more time exploring by premium air travel - it is a once-in-a-lifetime adventure like no other.

NEWS IN BRIEF

- [2024 South Australian Tourism Conference](#)
- [Destination NSW experience development workshops](#)
- [Jetstar launches Osaka to Sydney service](#)
- [Perth workshop registrations open](#)
- [SATC's Experience Development Program](#)
- [Barossa Valley announced as 2025 AFL Gather Round location](#)
- [Tourism Tasmania launches the Off Season campaign](#)

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