



11 September 2024

## TOURISM AUSTRALIA UPDATE

[Australia Next 2024](#), has just wrapped up in Cairns/Gimuy and it was great to welcome international business events planners and media back to Australia for the second consecutive year. The event saw 80 international business events buyers, 15 media and 96 Australian industry sellers take part in the event's program delivered in partnership with Business Events Cairns & Great Barrier Reef and supported by Singapore Airlines and Qantas. The international buyers and media are also taking part in pre and post familiarisations in destinations around the country.

Last night we made the exciting [announcement](#) that Australia Next, will be held for a third consecutive year with the event to return to Melbourne / Narm in 2025. After having the showcase on pause for four years we think it is important to hold the event in 2023, 2024 and again in 2025 to highlight all the new product on offer around the country and strengthen Australia's pipeline of future international events.

We are already seeing international business events return to Australia, with the latest numbers from Tourism Research Australia showing they contributed \$4.6 billion to our visitor economy in the 12 months to March 2024. While the total trip spend is above the levels we experienced in 2019, the number of visitors arriving in Australia for an international business event is at about 75 per cent of what we have seen in the past and we hope hosting Australia Next in Cairns in 2024 and Melbourne in 2025 will help to drive the industry's recovery and future growth.

In other news, last week we had the opportunity to meet with Singapore Airlines' board and executive team. We gave them an update on the bright outlook for inbound tourism and thanked them for their partnership. Singapore Airlines has been a key partner of ours for over 30 years, and their ongoing commitment to Australian tourism is important to us. You may have seen that they recently announced they are the first international airline to confirm flights to Western Sydney Airport set to open in 2026. And they continue to add capacity to existing airports around the country, which is so appreciated by us.

As I've mentioned before we are holding our industry briefings, and we'd love to see you when we head to your region. Details on how to register are below.

**Phillipa Harrison**

## **TOURISM AUSTRALIA ACTIVITY**



### **Business events activity in Asia**

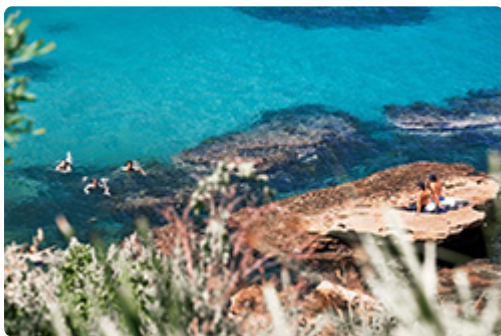
The business events team in China recently held Business Event Australia Seminars in Changsha and Chengdu. Five Australian convention bureaux joined the Changsha event on 30 July and



### **Malaysia Airlines partnership in India**

Tourism Australia and Malaysia Airlines recently collaborated on a tactical campaign in India with the objective encouraging high yielding travellers to visit Australia. Urging travellers to come and explore the

had the opportunity to provide an update to more than 70 business events agents. Six convention bureaux joined the seminar on 1 August in Chengdu, which was also attended by 70 agents. In total, the events generated 18 business leads for Australia with group sizes ranging from 50 to 1,000 people. Key insights included business events agents are being positive about future business and potential opportunities for Australia with big incentive groups from the manufacturing, direct selling, and the beauty industry.



### September Hot List released

The September edition of Tourism Australia's Hot List has been [released](#). This month's collection of the latest and greatest Down Under includes:

- Amazing exhibitions from [National Gallery of Victoria](#) and [National Gallery of Australia](#);
- A string of fresh food and drink openings in Adelaide / Tarntanya including [Coopers Brewery](#);
- The opening of Australia's first [Lanson Place](#) hotel in Melbourne / Narm;
- The announcement of [Raes on Wategos](#)' second property in Byron Bay.

Check it out [here](#).

breathtaking landscapes and vibrant cities of Australia, the partnership promotes tactical fares by Malaysia Airlines, making it easier than ever to discover Australia's most sought-after cities: Sydney, Melbourne, Perth, and Adelaide all while enjoying the superior service of Malaysia Airlines. This partnership aims to boost travel by providing affordable, comfortable flights to some of Australia's most iconic destinations, by leveraging Malaysia Airlines' extensive network of being the third largest carrier out of India for Australia.



### Register for Tourism Australia's Industry Briefings

The free of charge briefings will include an update from Tourism Australia, followed by a networking event on the below dates. Industry are invited to register for the event nearest to them.

25 September - Gold Coast

26 September – Brisbane / Meanjin

23 October – Perth / Boorloo

1 November – Melbourne / Narm

6 November – Sydney / Warrane

13 November – Adelaide / Tarntanya

14 November – Hobart / nipaluna



Register to attend [here](#).

## TOURISM INDUSTRY NEWS



### Guardian of the Reef program launched

Tourism Tropical North Queensland, in consultation with the Great Barrier Reef Marine Park Authority, has launched 'Guardian of the Reef' - the world's first online platform combining reef education and travel rewards. Travellers can navigate through three modules that will educate them on the Great Barrier Reef's cultural and natural significance, explain the key issues, and demonstrate how they can play an important role in preserving the ecosystem for the future. Completing the modules will earn 'Guardian of the Reef' exclusive discounts with Expedia Group, for experiences that hold eco-certification along the Reef, so they can experience firsthand one of the most remarkable places on earth! To learn more visit [here](#).



### Australia's Top Tourism Town Awards 2024

The winners of Australia's Top Tourism Town Awards 2024 have been [announced](#), with the awards ceremony taking place at Parliament House in Canberra this week. Devonport in Tasmania was named Australia's Top Tourism Town for 2024, winning Gold in the titular award category. Exmouth in Western Australia won Gold in the Small Tourism Town category, followed by Huskisson in New South Wales who took home Gold in the Tiny Tourism Town category. Fellow Gold winner Adam Hinks from Aquascene Magnetic Island in Queensland was crowned as Australia's Top Tour Guide. Australia's Top Tourism Town Awards celebrate the regional towns and tour guides that help to shape the landscape of Australian tourism through offering intimate and authentic experiences for visitors. Australia's Top Tourism Town Awards 2024 are proudly supported by Qantas, Tourism Australia and Storytowns.



## **Novotel and Mercure Darwin Airport Resort receives Sustainable Tourism Certification**

Novotel and Mercure Darwin Airport Resort has been [awarded](#) Sustainable Tourism Certified by Ecotourism Australia. This is Australia's first-ever airport resort and second hotel in Darwin to receive the certification and one of few airport hotels in the world to be accredited as sustainability pioneers. The Ecotourism Australia Sustainable Tourism Certification program certifies that businesses are minimising negative impacts and maximising benefits for the environment, communities, and culture.



## **Melbourne Airport launches Airport Assist**

Melbourne Airport has launched a new service, Airport Assist, a series of '[Mobility Hubs](#)' designed to improve the airport experience for passengers with disability and access requirements. Starting this week, four Mobility Hubs will open at Melbourne Airport to help travellers navigate between the airport's car parks, check-in areas, baggage halls, and passenger pick-up and drop-off zones. The Hubs will be staffed by Travellers Aid and provide support to travellers with visible and non-visible disabilities. The Airport Assist pilot service, the first of its kind in Australia, is designed to address the barriers faced by some travellers as they navigate the airport precinct, and will complement existing airline services. The four-month trial will initially run from Monday to Friday between 10am and 6pm.

## **AUSTRALIAN STORIES**



## Australian Geographic Travel redefines travel to be a catalyst for conservation

Australian Geographic Travel (AGT) is redefining travel to be a catalyst for conservation. In its recently launched [Conservation Travel & Sustainable Tourism Framework](#), AGT invites travellers to experience a cutting-edge form of sustainable tourism. By incorporating sustainable practices, supporting local communities, and contributing to scientific research, AGT is aiming to redefine the industry's relationship with the environment. Move into the future with Conservation Travel on these international ready tours: [Alice Springs to Uluru Luxury 4WD Camping Safari \(5 days\)](#), [Daintree Nature & Wildlife Safari \(3 days\)](#), [Kakadu Wildlife Adventure \(4 days\)](#), [Sydney to Melbourne Odyssey - Nature, Culture & Conservation \(8 days\)](#).



## Nexus Airlines soars to new heights

[Nexus Airlines](#) has been awarded the prestigious title of Domestic Airline of the Year at the Australian Aviation Awards just after celebrating its first birthday. Since its inception in July 2023, Nexus Airlines has operated with the vision of being Western Australia's first truly regional airline, establishing bases in both Geraldton and Broome, and connecting Perth to the Mid-West and Kalgoorlie, the Mid-West to the Pilbara and Kimberley, and the Kimberley into the Northern Territory. Nexus Airlines has earned a reputation for safety, reliability, and excellent customer service. The airline's fleet of next-generation 76-seat De Havilland Dash 8 – Q400 aircraft has set a new standard in regional aviation, offering reduced travel times, increased comfort, and more fuel-efficient regional travel.



## Aria marks a quarter century of excellence

Matt Moran's [Aria Sydney](#) is celebrating 25 years of fine dining, world-class wine lists, celebration and collaboration this September. In celebration of the significant milestone, Aria will offer two exclusive menus for the month of September that pay homage to the venue's storied past, including a 25th birthday tasting menu of reinvented legacy dishes, and a bar snack menu created by Aria alumni. Aria's 25th birthday celebrations honour the stories and people who have shaped its journey; from the chefs who have created magic within its hallowed halls to the guests who have chosen to celebrate their special moments with the Aria family. These special menus will be available from 2 to 29 September, with bookings available via the [Aria website](#).

## Introducing Abundance by Lindy Lee

[Abundance](#), by Australian artist Lindy Lee, will be unveiled at the National Gallery of Australia from 25 October 2024. Abundance will be loaned by Lee and the Pallion Art Collection to the [National Gallery of Australia](#), first appearing at the institution as part of the 'Lindy Lee' exhibition. Through the significant location of Abundance at the National Gallery, visitors will be invited to appreciate why precious metals have long been used by civilisations to create art. The Lindy Lee exhibition is a part of the National Gallery's Know My Name initiative which celebrates work of women artists with an aim to enhance understanding of their contribution to Australia's cultural life.

## NEWS IN BRIEF

- [ATEC Excellence Awards nominations open](#)
- [Destination NSW Inbound Strategy Workshops](#)
- [Destination NSW signs MOU with Newcastle Airport](#)
- [First Nations trade and tourism businesses shine in new report](#)
- [Queensland Destination Events Program funding](#)
- [Register for NSW Visitor Economy Forum 2024](#)

TOURISM AUSTRALIA



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