



12 June 2024

## TOURISM AUSTRALIA ACTIVITY



**New guide for communicating your accessible tourism offering online**

Tourism Australia and Sparrowly Group have released a new guide to help the tourism industry embrace accessible tourism. Available on Tourism Australia's corporate website, this guide offers tips to enhance your online

## AUSTRALIA MARKETPLACE

UK & EUROPE 2024

**Australia Marketplace UK & Europe 2024 Seller applications open**

Seller applications are now open for Australia Marketplace UK & Europe 2024. This event is an opportunity for representatives from the Australian tourism industry to establish business relationships with key qualified

content's accessibility, making it clearer and more approachable for people with disabilities. Clear communication is crucial in breaking down barriers in accessible tourism. The guide suggests small but significant changes to ensure all visitors feel welcomed and included, starting from the moment they engage with businesses online. Download now [here](#).



### Industry meeting promotes Australia in Germany

On 6 June 2024 Tourism Australia and five state and territory tourism organisation (STO) partners met with 45 tourism industry stakeholders in Frankfurt, Germany. The meeting included Germany based key distribution partners as well as airline and key product representatives.

Participants received an update on the state of play and activities in the German market which have taken place over the last 12 months as well as an outlook on the 12 months ahead. The event was very timely following the Australian Tourism Exchange and continued the strong stakeholder connections across the German

travel agencies, wholesalers and tour operators in UK and Europe. The event will include two days of pre-scheduled appointments between buyers and sellers as well as networking opportunities. The event will take place from 18 to 20 November in London. Seller applications close on Friday, 28 June 2024. Find out more and register [here](#).



### Tourism Australia hosts the inaugural Travel Leaders Network Australia Academy

Last month, Tourism Australia hosted the inaugural Travel Leaders Network Australia Academy in Cairns / Gimuy, supported by partners Tourism Tropical North Queensland. Travel Leaders Network (TLN) represents over 5,700 travel agency locations in the United States and Canada and is one of the largest sellers of luxury travel, cruises, and tours in North America. The TLN Australia Academy and familiarisations, sponsored by air partner Qantas, brought 28 TLN agents to Cairns for an educational workshop. Following the event in Cairns the group took part in familiarisation

trade landscape with Tourism Australia and STO partners.

visits around the country hosted by Tourism and Events Queensland, VisitCanberra, Destination NSW, Tourism NT and Tourism Western Australia.



### Tourism Australia presents at the Global Sustainable Tourism Summit

Last week, Tourism Australia attended Ecotourism Australia's [Global Sustainable Tourism Summit](#) in Brisbane / Meanjin, joining 270 other delegates. The summit addressed various topics aligned with the four pillars of the National Sustainable Framework: taking a managed approach, environmental and climate action, respecting culture, and creating a positive social impact. During our presentation on the future of sustainable tourism, we shared new insights from our Consumer Demand Project. These insights highlighted the collective challenges and opportunities facing our industry and underscored the importance of sustainable growth for fostering a competitive tourism sector and increasing demand.



### Australia wins in Hong Kong

Last month, Tourism Australia attended the GOmedal Travel Awards in Hong Kong. At the awards Australia was named the winner of the GOmedal travel destination. The travel award was organised by GO Trip, one of Hong Kong's most popular travel digital platforms. The voting consists of 60 per cent from the public and 40 per cent from the professional panel. In March 2024, the arrivals from Hong Kong to Australia were 103 per cent, compared to the same month in 2019.

# TOURISM INDUSTRY NEWS



## Congratulations to King's Birthday Honours recipients

Over the weekend the [King's Birthday 2024 Honours List](#) was announced with Hamish Blake OAM Tourism Australia's [Friend of Australia](#) awarded the Medal of the Order of Australia. Hamish and his wife Zoë Foster Blake held ambassador roles for the 'Holiday Here This Year' campaign – inspiring Australians to explore their own backyard during the pandemic. Fast bowler and FOA, Glenn McGrath AM was promoted up the order from AO to AM. Other recipients included former board member for the Australian Tourist Commission, Ms Bee Teow OAM for her service to tourism including the contribution she made via her destination management company, Australian Tours Management and the TravelSpirit Group. Phillip Styles OAM was recognised his contribution to Business and Major Events in South Australia and Cameron Arnold OAM, for service to tourism in the Northern Rivers region including his tenure as the Chair of Destination North Coast



## ATEC's National 'China Host' Workshops

The Australian Tourism Export Council (ATEC) has launched a new federally funded program to help Australian tourism businesses build confidence and knowledge of the Chinese visitor market. In partnership with the National Foundation for Australia-China Relations, ATEC's 'China Host' will be delivered across Australia with a series of face-to-face workshops unpacking culture, service, product and trade engagement. The WA Government recently announced China Southern Airlines direct flights between Guangzhou and Perth are to resume in November 2024, bolstering inbound visitor numbers and strengthening the state's economy. ATEC's 'China Host' workshop will be an invaluable opportunity to better engage with the Chinese visitor market and take advantage of the ongoing direct flights from China. The first workshop will be held in Perth / Boorloo on Wednesday 19 June, register [here](#).

NSW, the inaugural President of Destination Byron and the founder of Flash Camp.



## Registrations open for the Australian Indigenous Tourism Conference

The Australian Indigenous Tourism Conference (AITC) will be held in Melbourne / Narm from 29 to 31 October 2024, hosted by WAITOC, Western Australian Indigenous Tourism Operators Council. The conference presents a platform for Aboriginal tourism businesses to meet, learn from and forge new partnerships with wholesale and retail operators, including airlines, accommodation and media as well showcasing their product through a globally recognised tourism forum. Find out more and register [here](#).



## Australian Cruise Association Conference

The 26th Australian Cruise Association Conference and AGM "Steering Ideas to Success" to be held in Adelaide / Tarntanya, South Australia from 4 to 6 September 2024. This year's event is sponsored by South Australian Tourism Commission and Flinders Port Holdings. The conference will look towards the next phase of the cruise market in Australia and will open up to ideas that continue to advance cruise as a sustainable and vital pillar of Australia's visitor economy. Find out more and register [here](#).

## AUSTRALIAN STORIES



## Meet Restaurant Botanic's new executive chef

Adelaide / Tarntanya's [Restaurant Botanic](#) has announced the promotion of Jamie Musgrave to the role of Executive Chef. Jamie has worked closely alongside Chef Justin James since 2021, playing a pivotal role in the restaurant's success over the past three years. Under the guidance of Chef James, Musgrave quickly ascended to the ranks of Head Chef with his laid-back demeanour and equal laser focus making him a formidable leader in the kitchen. This promotion promises to bring fresh energy and creativity, ensuring that Restaurant Botanic continues to delight and surprise its patrons with unforgettable dining experiences. Jamie looks forward to the new chapter of the restaurant which will have a key focus on showcasing local producers while still paying homage to the [Adelaide Botanic Gardens](#) which surround it.



## An alpine escape in the heart of Sydney / Warrane

Sydney / Warrane's [Harper Rooftop Bar](#) atop the [Kimpton Margot](#) has been transformed into a winter wonderland, equipped with two transparent domes perfect for a romantic night out or cosying up with friends. Sip a warming glass of red and feast on fondue as you take in the twinkling city skyline lights from your own stylish private chalet. Dive into deliciously rich three-cheese and chocolate fondues, featuring traditional European-style savouries and a selection of sweet berries and marshmallows for \$90 pp, or enjoy some of Harper's favourite dishes with a signature grazing platter for \$45 pp. Take the apres ski vibes up a notch by opting for one of its drinks packages. Harper Rooftop Bar's Sky High Chalet experience is available to [book](#) from now until the end of August.



## Go off-grid in Kangaroo Island

Original Australian cabin company [Unyoked](#) has unveiled its most 'epically off-grid' location yet, with [three cabins](#) in Kangaroo Island. Located on the Antechamber Bay side of the island, Unyoked's latest cabins are a powerful reminder of what the group are famous for, unlocking uniquely secluded and immersive locations to feel surrounded by nature. Nestled along four kilometres of private beachfront, amongst the unique native flora and fauna for which the island is famous for, guests experience seclusion and peace at a level usually reserved for 6-star resorts. The three Kangaroo Island cabins are the group's first South Australian locations and have been designed to help guests slow down, switch off, and tap into nature's benefits, returning to the city renewed.



## Indigenous tourism reaching new heights in Brisbane / Meanjin

Launching in August 2024 is a first-of-its-kind [Indigenous climb](#) of the Story Bridge in Brisbane / Meanjin, providing a First Nations perspective on the history, art, Culture and future of the city. This immersive climb is a collaborative effort between the Story Bridge Adventure Climb and local Indigenous artists and tourism operators. Led by artist Birrunga Wiradyuri and contemporary visual artist Jessica Skeen, reach new heights as they share stories that span thousands of years, intertwining history, Country and Culture. To enhance the climb the team have curated several experiences that provide an opportunity for visitors to learn more about Indigenous Culture, including an Indigenous food platter and a boomerang painting workshop. Climbs can be booked [online](#).

## NEWS IN BRIEF

- [Australian Event Awards](#)
- [Barossa Agrotourism Forum](#)
- [Destination NSW professional development program](#)

- [Enabling Business Grant Program in Tasmania](#)
- [Experience Queensland - South East Asia and India](#)
- [My Tourism TNQ Tourism Conference](#)
- [NSW Cruise Ready workshops](#)
- [NSW Experience Development workshops](#)
- [Register for Tourism Australia's June Industry Webinar](#)
- [Virgin Australia flies to Uluru from Melbourne and Brisbane](#)
- [WA 2024-25 Regional Events Scheme](#)



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