

12 May 2021

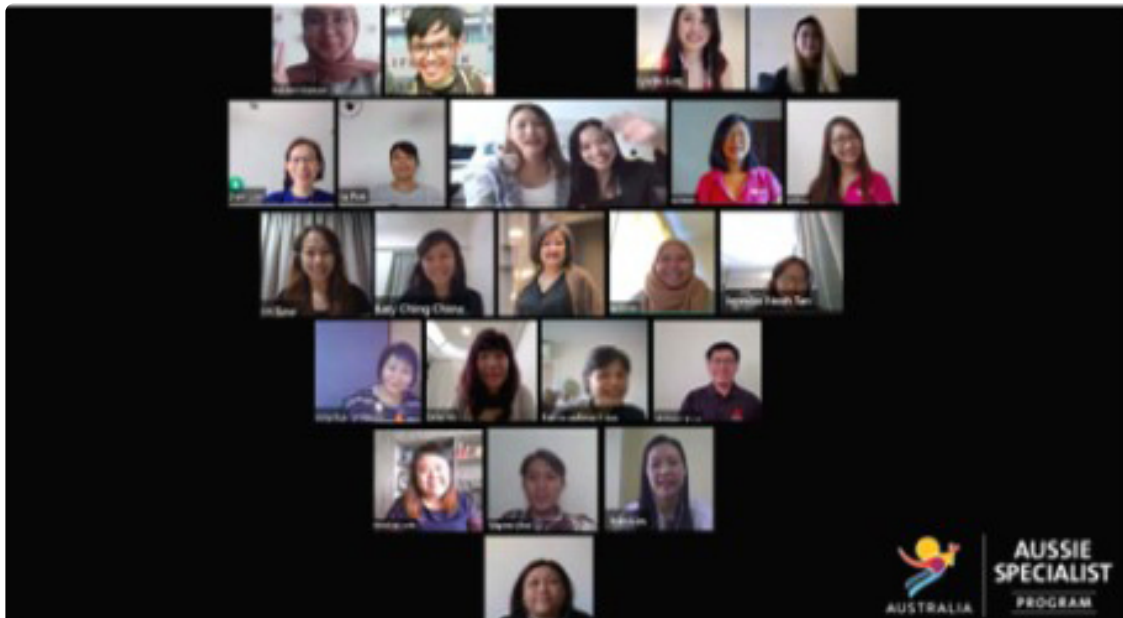
TOURISM AUSTRALIA UPDATE

The [Federal Budget for 2021-22](#) was released last night and there were several funding announcements made, many of which directly or indirectly support the tourism industry. There's no doubt that the assumption of international borders opening in mid 2022 is a hard reality for our industry, and we will continue to work on keeping Australian holidays top of mind in international audiences. You can read the Minister for Trade, Tourism and Investment, Dan Tehan's release spelling out the support for trade and tourism [here](#).

Last week we released the next phase of the *Holiday Here This Year* campaign – [Epic Holidays](#). The campaign urges Australians to travel further, book longer stays and enjoy the benefits of a bigger domestic holiday. Importantly, in urging Australians to take bigger domestic holidays and travelling to those internationally reliant destinations that need it most, we're also looking to support the parts of the tourism industry that continue to be most impacted.

Lastly, we will be in Darwin next week for our Board meeting, and the launch of our new Reconciliation Action Plan. The launch event will be held at the Museum and Art Gallery of the Northern Territory (MAGNT) from 4:30pm to 6:30pm on 20 May, with the Tourism Australia Executive and Board also in attendance. If you're in Darwin on Thursday evening, we'd love to see you there, register [here](#).

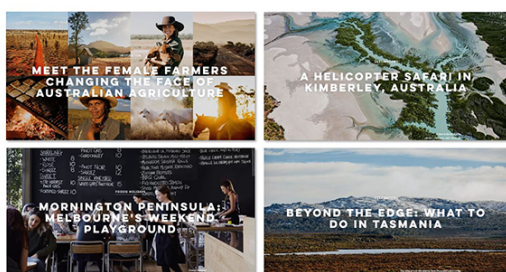
Phillipa Harrison



SPOTLIGHT ON THE REGIONS - MALAYSIA

This week, 'Spotlight on the Regions' features an interview with Elaine Leong, Tourism Australia's Country Manager, Malaysia, who shares insights and observations from the Malaysian market, as well as updates on key stakeholders and activities to keep Australia front of mind in-market. Read the update [here](#).

TOURISM AUSTRALIA ACTIVITY

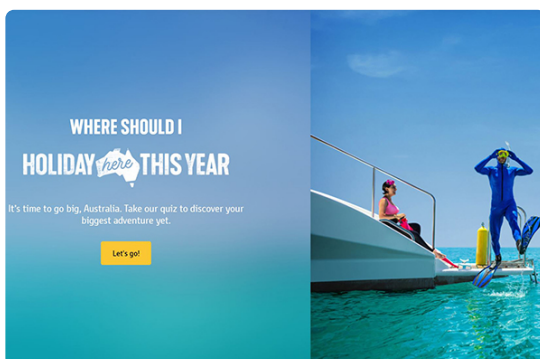


Conde Nast Traveller UK podcast series

This past week, Conde Nast Traveller magazine in the UK launched four new episodes of their podcast series, [Escape Routes](#) that explore regions of Australia. Created in 2020 to provide listeners with inspirational travel content while global lockdowns continued, [Escape Routes](#) offers immersive audio content with travel features narrated by the writers who composed them. The four new episodes were created in partnership with Tourism Australia and explore The Kimberley, the Mornington Peninsula, Tasmania and a number of outback stations across South Australia, Northern Territory, Queensland and Western Australia.

New Zealand breakfast viewers enticed to Australia

New Zealand's leading morning program, TVNZ *Breakfast* on 1, has returned to Australia this week to film more great travel stories for a week-long integration airing live. Tourism Australia has partnered with Tourism and Events Queensland and Visit Victoria to bring Breakfast presenter Matty McLean and the TVNZ crew back across the Tasman to showcase a range of incredible Aussie holiday experiences. The visit will see Matty trying his hand at horse riding on the Gold Coast Hinterland, glamping and canoeing in the Noosa Everglades, adventure activities on Moreton Island, a twilight experiences at Cairns Aquarium in Queensland. He then heads to Victoria where he has a go at driving the Puffing Billy Steam Train in the Dandenong Ranges, gets involved in a Melbourne Street Art Tour, kicks back at Peninsula Hot Springs on the Mornington Peninsula and much more. TVNZ will run a competition offering viewers the chance to win a dream holiday to Queensland or Victoria.



New travel quiz tells you where to Go Big

The next phase of the *Holiday Here This Year* campaign – [Epic Holidays](#) includes a new travel quiz aimed at helping consumers find their biggest adventure yet. After answering a series of seven questions, consumers will be given a personalised result based on their preferences. [Take the quiz](#) and find out where you should *Holiday Here This Year*.



‘Open for Business’ bushfire recovery video: Snowy Valleys

The next ‘[Open for Business](#)’ video in the series has been released. This video features the bushfire affected areas of the Snowy Valleys, in New South Wales and can be viewed [here](#). The series is a collaboration between the National Bushfire Recovery Agency and Tourism Australia and illustrates the recovery of communities impacted by the 2019/20 summer bushfires. A total of 15 videos will be released, sharing stories from bushfire affected regions across Australia.

UK wine-lovers meet Ultimate Winery Experiences of Australia

Last week an audience of almost 500 Brits tuned in to an online event showcasing members of the [Ultimate Winery Experiences Australia](#) collective, hearing from winemakers at Tyrrells, Wirra Wirra and Yalumba as part of a virtual tasting event. Presented by premium UK supermarket, Waitrose, as part of an ongoing partnership with Tourism Australia, the interactive sessions allowed participants to tour the Hunter Valley, McLaren Vale and Barossa Valley through their tastebuds, aiming to inspire them to seek out these famous wine regions on their future travels.



Visa changes to support tourism and hospitality sectors

The Federal Government will remove existing work hour caps for Student Visa holders employed in the tourism and hospitality sector. Previously, a 40 hour fortnightly work limit applied during study periods. In addition, temporary visa holders will be able to access the 408 COVID-19 Pandemic Event Visa for a period of 12 months if they work in the tourism and hospitality sector. This decision adds tourism and hospitality to the critical sectors of agriculture, food processing, health care, aged care, disability care and childcare for eligibility for this visa subclass. Temporary visa holders working in, or intending to work in, tourism and hospitality will be able to apply for the 408 COVID-19 Visa up to 90 days before their existing visa expires and then remain in Australia for up to 12 additional months. Read more [here](#).



\$6 million for Tasmanian tourism

The Federal Government has [announced](#) a \$6 million boost to promote Tasmania as a premier winter tourist destination. The funding will include:

- \$2 million to support the Winter 2021 marketing program;
- \$2.8 million to drive investment in new agritourism experiences and leverage Tasmania's strengths in artisanal and small batch products and experiences;
- \$500,000 for Business Events Tasmania to target corporate decision makers to choose Tasmania as an event destination; and
- \$582,000 to train travel trade and media partners to increase visibility in domestic markets.



TTF Outlook Conference 2021

The Tourism and Transport Forum (TTF) will be hosting the 2021 Outlook Conference on 9 June 2021. *Travel and Tourism: Owning the Future Now* will be a hybrid event and will bring together guest speakers from the public and private sector in Australia and across the globe. Registration for both in-person and virtual attendance is now available. For more information and to book, click [here](#).



National Visitors Survey February 2021

Tourism Research Australia have released the [National Visitor Survey results](#) for the month of February 2021. Improvements seen in recent months for domestic travel continued in February, despite localised COVID-19 outbreaks. February saw the smallest monthly declines in overnight trips and spend since the start of the pandemic.



Sunshine Coast and Noosa Domestic Roadshow

Visit Sunshine Coast and Tourism Noosa are conducting a domestic roadshow from 17 to 20 May in Canberra, Adelaide, Sydney and Cairns. Industry are invited to hear product updates from the region. Canapes, networking drinks will be served and amazing prizes



\$20 million for Aboriginal tourism in WA

The West Australian government has [announced](#) a \$20 million Aboriginal Tourism Fund to support more Aboriginal people who want to be involved in the sector. The funding will also support the [Tjina: Western Australian Aboriginal Tourism Action Plan 2021-2025](#).

including a holiday for two to the Sunshine Coast will be on offer at each event. Register your expression of interest to attend the roadshow [here](#).

AUSTRALIAN STORIES



Kingfisher Bay Resort launches new 3-day tour of Fraser Island paradise

Ecotourism leader Kingfisher Bay Resort has launched a new three-day 'K'gari Getaway' experience, offering travellers a guided 4WD tour of Fraser Island, Queensland. Available for travel from 1 June, guests can explore both coasts of the world's largest sand island in a small group setting, ticking off all the favourite Fraser Island locations including Eli Creek, Maheno Shipwreck, Pile Valley rainforest and the picturesque Lake McKenzie. It also provides the unique chance to explore the island's lesser known, but equally spectacular spots, such as the Champagne Pools and the hidden emerald oasis of Lake Wabby. The tour includes overnight stays at newly renovated Kingfisher Bay



Sunsets, Seafood and Pearls with Broome Cruises

Step aboard Broome Cruises' premium 69-foot charter boat and take in the stunning views of Broome's coastline on their new Half-Day Sunset, Seafood & Pearling Cruise. Showcasing the best of Broome and the Kimberley in Western Australia, guests will be immersed in a culinary adventure, blending the region's fresh seafood and produce with its pearling history and incredible scenery. The cruise visits the pearl lines of the oldest Australian owned and operated pearl farm, Cygnet Bay, where guests can join in the harvest of wild pearl oysters from the sea. Sip on the free-flowing beverages and delight in an exquisite seven course menu on one of the three luxury decks on board. For further information and

Resort and Eurong Beach Resort, marking the first combination touring package of its kind for the two resort properties. For further information or to book, visit the [website](#).



It's Pie Time in the Southern Highlands – month-long calendar of events is now live

Australia's Home of Pies, The Southern Highlands, is celebrating the great Aussie Pie with a mouth-watering calendar of events throughout June 2021. Kicking off festivities on National Pie Day (1 June), Pie Time 2021 is 30 days of pie-related events including old favourites such as Pies and Pinot and Pie Teas, as well as Pie Tours and Pie-Cycle tours, and new additions such as The Great Southern Highlands Pie Drive. The festivities are the perfect opportunity for domestic holidaymakers to rediscover the aptly renamed Southern Pie-lands, conveniently located just two hours from Sydney. Robert 'Dipper' DiPierdomenico is set to return as the spokesperson for Australia's National Pie Day and Pie Time 2021. For more information visit the [website](#).

to book, visit Broom Cruises' [website](#).



Join Bounty Day Celebrations on Norfolk Island

Group travel specialists, Trade Travel, have created a special departure of their Norfolk Island Experience tour to coincide with Bounty Day celebrations on the island. Witness Bounty Mutineer descendants re-enact the landing of their forebears at the Kingston Pier, the oldest pier in the Southern Hemisphere. Departing from Sydney, this eight-day tour (7 to 14 June) includes return flights with Air New Zealand and accommodation at the Paradise Hotel and Resort. Other tour highlights include unique dining experiences including a murder mystery dinner, Commandant's dinner and a 'taste of Norfolk' tour, as well as other private tours exploring the island, its people and culture. For more information or to join the tour, visit Trade Travel's [website](#).

NEWS IN BRIEF

- [Entries Open for The Australian Event Awards 2021](#)
- [International tourism on G20 agenda](#)
- [Meetings and Events Australia – Evolve 2021 Conference](#)
- [National Cabinet Statement 7 May](#)
- [Newcastle Airport upgrade](#)
- [Qantas to establish new aircraft base in South Australia](#)
- [Repatriation flights from India to resume on 15 May](#)
- [South Australia welcomes its first international flight](#)

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