



13 December 2023

## TOURISM AUSTRALIA UPDATE

Our final Industry Webinar for 2023 will take place this Friday, 15 December at 11am AEDT. Along with an update from Tourism Australia, we will be joined by our Chief Marketing Officer, Susan Coghill, who will provide update around our 'Come and Say G'day' marketing campaign and the team from Google will join to take us through some of the trends they are seeing online and how Google helps travellers and businesses connect. [Register to attend.](#)

After almost four years in the planning, design and construction, South Australia's, Southern Ocean Lodge on Kangaroo Island reopened last week. Southern Ocean Lodge has icon status amongst the global luxury travel community who have been eagerly awaiting its rebirth. It puts not only Kangaroo Island, but Australia on the luxury traveller's must do lists. As we continue to rebuild, luxury travellers are keen to get out and explore with our research showing they have some immunity from macroeconomic headwinds and have a very high intent to travel in the next two years. Kangaroo Island continues to bounce back from the devastating bushfires almost four years ago

and the reopening of Southern Ocean Lodge is another major milestone in the Island's recovery.

Yesterday the Australian Bureau of Statistics (ABS) released the international arrivals numbers for October. The arrivals show we are starting to welcome a greater volume of travellers as we head towards the peak season, with 607,930 coming to Australia in October, which is up from 584,620 in September. Arrivals are back to about 79%, compared to October 2019, and we are pleased to see holiday has surpassed visiting friends and relatives as the primary purpose for travel to Australia over a 12-month period.

Finally in case you missed it we have opened registrations for the 2024 Destination Australia Conference. The conference themed 'The next chapter for sustainable growth', will be an opportunity to come together and focus on the future of Australian tourism - in the year we hope we will exceed 2019 levels of visitation and spend. The full day conference will take place on Wednesday 13 March, if you haven't already I invite you to [register to attend](#).

**Phillipa Harrison**

## TOURISM AUSTRALIA ACTIVITY



### Hong Kong TV travel program goes live on Christmas Day

Hong Kong free-to-air TV channel ViuTV will launch its travel program '[MIRROR Time](#)' during prime time from 25 December. Over 15 episodes, the highly influential music group MIRROR explores Victoria and Tasmania experiencing adventure, wildlife encounters, food and wine, Indigenous culture, road trips and



### Australian-inspired Christmas market in Hong Kong

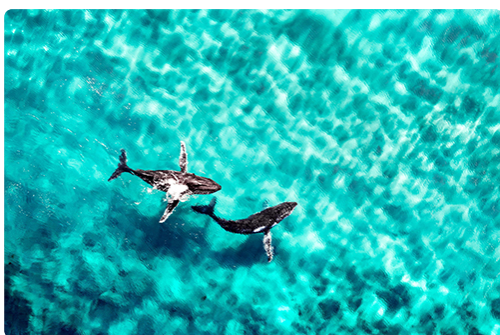
Tourism Australia has collaborated with Stanley Plaza and the Consulate General of Australia in Hong Kong and Macau, to present 'Chillmas by the Sea', an extraordinary Australian-inspired Christmas market in Hong Kong. The market will run for of eight days inviting consumers to immerse in the vibrant ambiance of a Southern



natural landscapes. Their current social media reach is more than 8.6M followers across MIRROR Instagram and the 12 band members individual pages. Tourism Australia, with support of Visit Victoria and Tourism Tasmania, hosted the group to showcase why there's nothing like Australia.

Hemisphere Christmas. With more than 100 stalls, visitors can enjoy popular brands, Christmas merchandise, artisan crafts, delicious cuisine, and Australian gifts. Exclusive travel offers from ten travel agents will be distributed throughout the Christmas market.

## TOURISM INDUSTRY NEWS



### ATEC Tutorial: Integrating Chinese payment systems into Australian Tourism Businesses

The Australian Tourism Export Council (ATEC) is holding a final tutorial session for industry on Thursday 14 December at 11am AEDT. Panellists will discuss how to attract Chinese travellers by integrating Chinese payment systems. Key topics covered will include:

- The impact of convenient payment options on consumer behaviour
- Overview of popular Chinese payment platforms (Alipay, WeChat Pay etc.)
- Benefits of accepting Chinese payment systems for Australian businesses



### Events driving visitation to Australia

New ABS data released last week has confirmed the importance of tourism to the Australian economy and the role of events in driving visitation as the sector rebuilds from the impacts of the global pandemic. The National Accounts for the September 2023 quarter show that exports of travel services rose 4.4 per cent, highlighting the ongoing recovery of inbound tourism since the removal of international travel restrictions. In particular, during the month of September there was a spike in tourism activity when Australia hosted the 2023 FIFA Women's World Cup tournament across five cities. Education exports also rose with international student numbers reaching record levels.

- Security and reliability of these payment methods
- Real life examples of Australian businesses successfully integrating Chinese payment systems.

[ATEC members register for free](#),  
[Non-Members \\$75](#).

## AUSTRALIAN STORIES



### Australian Bespoke Collective recognised for excellence

Australian Bespoke Collective have wrapped up a big year of recognition for its three destinations, The Reef House in Tropical North Queensland and Sequoia Lodge and Mount Lofty House in South Australia. The three unique destinations have again earned themselves a suite of awards this year, with The Reef House and Sequoia Lodge completing the year winning best luxury accommodation in their respective State Tourism Awards this month. The Reef House has also launched the [Sleep Easy program](#) designed to provide guests with what they need to get a restful and rejuvenating night's sleep. The program includes: The Sleep Menu which includes a selection of foods



### Southern Ocean Lodge officially reopens on Kangaroo Island

Reopening this month on South Australia's famed Kangaroo Island, [Southern Ocean Lodge](#) is ready to welcome guests back to one of Australia's most picturesque retreats. Enjoy panoramic ocean views from one of 25 contemporary and well-equipped suites, and then relax with a menu of spa treatments featuring local beauty botanicals, as well as a hot and cold plunge pool. Showcasing produce exclusively from Kangaroo Island, Southern Ocean Lodge's daily changing menu for breakfast, lunch, and dinner, offers a true taste of the Island, complemented by a sterling wine cellar and open bar. Bookings include fully customisable itineraries of daily guided excursions giving

and drinks that are known to promote healthy sleep and the Sleep Pillow Menu offers a selection of specialty pillows designed to provide optimal support for different sleeping positions and preferences.



### **Wadjemup/Rottnest Island to host culinary experience in March**

Across 22 and 23 March, Perth/Boorloo island destination Wadjemup/Rottnest Island will be the host location for a unique Australian culinary experience -

[A Table Somewhere:](#)

[Wadjemup/Rottnest Island](#). Starring alongside the turquoise waters and white sand beaches of picturesque Parakeet Bay will be Australian culinary icon Matt Moran and celebrated West Australian chef Brendan Pratt, who have been enlisted to curate the menu for the inaugural immersive dining event. Unlike any culinary event ever staged before on the island, the new dining series will celebrate West Australian produce whilst deeply immersing guests into the place and land where the event is staged. Presented by the team behind iconic West Australian destination events including Shore Leave Festival's Abrolhos Long Table Lunch and Shinju Matsuri's Sunset Long Table Dinner on Cable Beach,

guests the chance to fully immerse themselves in the lively beauty of Kangaroo Island, four hours drive/ferry south of Adelaide/Tarntanya.



### **SA legend appointed Adelaide International tournament director as more players announced**

Serving up a smashing start to 2024, South Australian tennis legend Alicia Molik has been announced as the new Tournament Director of the [Adelaide International](#), WTA 500 and ATP 250 event. The news comes as six more players have been confirmed to hit The Drive courts from 8 to 13 January, including Aussie Alexei Popyrin, fan favourite world No.4 Elena Rybakina, No.15 Qinwen Zheng, No.24 Sebastian Korda and more. The international tournament sets up back-to-back global sporting events taking place in Adelaide/Tarntanya and beyond, ahead of the Santos Tour Down Under racing across the state from 12 to 21 January 2024, and the Australia v West Indies Test Match at Adelaide Oval from 17 to 21 January 2024.

Wadjemup was a natural choice for the inaugural 'A Table Somewhere' due to its stunning natural environment and abundance of native ingredients to draw inspiration from.

## NEWS IN BRIEF

- [International Visitors Survey 2023](#)
- [National Visitors Survey September 2023](#)
- [United Airlines launches Brisbane to Los Angeles flights](#)
- [Vietnam Airlines first flight touches down in Perth](#)
- [Women's Leadership Scholarship in Hospitality and Tourism](#)



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