



14 February 2024

## TOURISM AUSTRALIA ACTIVITY



Destination Australia 2024 program released

The [program](#) has been released for Tourism Australia's 2024 Destination Australia Conference. The event, 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.

With Karl Stefanovic returning to guide the day, we will be joined by an array of industry leaders including Minister for Trade and Tourism, Senator the Hon Don Farrell; Sarah Kopit, Editor in Chief at Skift; James Hurman, marketing expert; Cam Wallace, Chief Executive Officer at Qantas International and Freight; Tour Guide of the Year Rosanna Angus; and many more.

The day will also include a session on 'Looking to the Future' with a key discussion by a panel of Australian tourism CEOs who will outline their views on the outlook, priorities, and trends for 2024, and this year we will continue the conversation around how to capture and shape demand in the accessibility space with a panel discussion 'Broadening the diversity and accessibility of travel and tourism'.

Find out more and register to attend [here](#).



### Team North America Hosts the Signature Experiences Roadshow from NYC to LA

Over the course of two weeks, executive officers from the Signature Experiences collective traveled to North America for a three-city roadshow highlighting Australia's premium experiences to luxury travel advisors. Kicking off in NYC, each officer had an opportunity to discuss their collective and network with key industry players. With more than 50 advisors at each trade show, attendees had an opportunity to



### Australia up in lights at G'day USA Gala 2024

Tourism Australia hosted media, talent, and key industry partners at the G'day USA Arts Gala 2024, a key event falling within the American Australian Association partnership program. Held at the Skirball Cultural Center, Tourism Australia activated Ruby's Bar during the reception portion of the event featuring immersive destination imagery, signature cocktails, and an opportunity to take a photo with Ruby Roo herself. Among Tourism Australia's

win 2 round trip premium economy tickets from Qantas, the event sponsor. After heading to Dallas and ending in LA, TA also held a media lunch for further exposure in the US market.



### Singapore product planners take to Tasmania for fresh air and produce

Earlier this month, Singapore product planners embarked on a six-day, five-night familiarisation trip exploring Tasmania's North/North-West, Midlands and Hobart regions. The trip was jointly hosted by Tourism Australia and Tourism Tasmania. Focusing on food and drink plus nature and wildlife, the product planners were treated to an itinerary of immersive experiences such as truffle hunting, oyster, cheese and wine tasting, fruit picking, farm stay and hikes. These unique activities and hiking routes tapped into the currently trending experiences that Singaporeans look for when holiday planning. The group also visited a range of properties for inspections on this trip, such as Seven Rooms, Peppers Silo & Seaport hotel, Novotel Devonport,

hosted guests were Dylan Alcott, Tash Sultana, and Dom Dolla, alongside representatives from top tier US and Australian media outlets. Watch the highlights [here](#).



### Singapore Airlines campaign launched in Continental Europe

Tourism Australia and Singapore Airlines have joined forces to inspire travellers from Continental Europe to plan and book an Australian holiday. The campaign extends the global 'Come and Say G'day' invitation to German and French travellers through inspiring video placements in various channels, display and social ads in Germany and France. In March the campaign will also launch in Italy. Tourism Australia is working with Singapore Airlines in seven markets this financial year with campaigns in India, Indonesia, Singapore and the UK to roll out in addition to Continental Europe.



Vibe Hotel Hobart, Brickendon  
Estate & Curringa Farm.

## TOURISM INDUSTRY NEWS



### World Indigenous Tourism Summit

The TULU 2024 World Indigenous Tourism Summit will be held in Taiwan from 16-20 April 2024, promoting the sustainable development of Indigenous tourism. Participants will collectively explore how to utilise Indigenous cultures and natural ecosystems to provide local perspectives in guided interpretation and how to share the economic benefits brought about by Indigenous tourism. Find out more [here](#).



### Tourism Research Australia release November IVS and NVS results

Tourism Research Australia's new [IVS snapshot for the month of November 2023](#) has been released. The snapshot provides statistics on how overseas visitors travelled in Australia during this period. In November 2023, international visitors took 627,000 trips to Australia and spent an estimated \$2.4 billion in Australia. Additionally, TRA's NVS snapshot for the month of November 2023 has also been published. Find out more [here](#).

## AUSTRALIAN STORIES



## Signature Experiences announce 13<sup>th</sup> Great Walk of Australia

Great Walks of Australia has announced their first new member since 2017, the [Flinders Island Walking Adventure In Comfort](#) in Tasmania, by Tasmanian Expeditions. The 13<sup>th</sup> walk to join the Signature Experiences Collective hikers will feel like they're entering another world on Flinders Island, off the North-Eastern tip of Tasmania. The six-day/five-night, day-pack only Walking Adventure In Comfort is fully guided and covers 42 kilometres of easy to moderate walking. A diverse and rewarding itinerary, it has an enchanting mix of spectacular terrains, epic views, crystal clear waters for swimming, abundant wildlife, and Aboriginal and European cultural history. Like all Great Walks, the experience is all inclusive with flights to the island, food, accommodation and expert guides; just bring your boots, clothes and a sense of adventure.



Pialligo's Beltana Farm to welcome on-site restaurant

## The iconic Beach Hotel reopens in Newcastle

Newcastle's beloved beachside gem, The Beach Hotel, has officially reopened, after its inspired restoration. Located in the heart of Merewether and steeped in decades of sun, salt and hearty community spirit, the iconic establishment reemerges with new experiences including elevated seaside dining at Peregrin, classic coastal fare in the main pub, and Larrie's, the retro takeaway shop which opened to local acclaim last year. Hotelier Glenn Piper, who acquired the expansive multi-level institution in May 2022, dedicated eighteen months to meticulously restore the seaside icon, drawing inspiration from Newcastle's unique blend of steel city grit and surf culture. The pub has proudly stood a short stroll from the shoreline for over a century.



Innovative hospitality group locks in launch for basement

The Australian Capital Territory's [Beltana Farm](#) has announced the grand opening of its on site restaurant this Friday, 16 February. The venue marks a new chapter in the farm's journey to bring the essence of Australian landscape and culture to the forefront of its offerings. Nestled in the heart of Pialligo, Beltana Farm combines the serenity of rural living with the pleasures of gourmet dining, boutique accommodation, and unique truffle hunting experiences. The restaurant's menu is a testament to this vision, featuring dishes that spotlight the best of what Australia has to offer, plated for the entire table to enjoy. Beyond the restaurant, Beltana Farm continues to offer an immersive connection with nature through its truffle orchards. Meanwhile, the accommodation offers a peaceful stay surrounded by the serenity of Pialligo.

## bar

Odd Culture Group have announced that [Pleasure Club](#), its much-anticipated basement cocktail bar and live music haunt, will open underneath King Street in Newtown, Sydney/Warrane on Friday 23 February. Pleasure Club will be home to an unmatched late-night entertainment experience and state-of-the-art cocktail lab led by world-class drinks innovators, Sam Kirk and Matt Whiley, bringing something completely unique to the cultural fabric of Sydney, Wednesday-Sunday from 4pm until 4am. [Odd Culture Group](#) is establishing itself as a leading hospitality group across New South Wales and Victoria, now with several beloved venues including Odd Culture Newtown, The Duke of Enmore, The Old Fitzroy Hotel, SPON and Odd Culture Fitzroy.

## NEWS IN BRIEF

- [Applications open for NSW Uptown Grant Program](#)
- [ATEC Member webinar](#)
- [New accessible tourism itineraries](#)
- [Register for WA Sustainable Tourism Forum](#)
- [TEQ Global Market Briefings](#)



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