



15 May 2024

TOURISM AUSTRALIA UPDATE

This week I'm at IMEX in Frankfurt. As one of the world's largest trade shows for the business events sector, with more than 11,000 delegates attending, it is a great opportunity to put Australia on the world stage with a 'one voice' Team Australia approach. The theme for IMEX this year is "Impact", with the event highlighting that we all have a responsibility in the business events sector to be part of the solution for the big issues challenging our planet and our communities, and I have been enjoying joining some of the industry discussions.

Last night, the Treasurer handed down the Federal Budget for 2024-25. The Government has maintained a steady investment in tourism, setting Tourism Australia's appropriation at \$170.4 million for 2024-25. This base appropriation provides the certainty we need to deliver our program of work for the year ahead.

Also yesterday, the latest international arrivals numbers were released by the Australian Bureau of Statistics. They show the arrivals for March were

at 91 per cent, compared to the same month in 2019. This is off the back of a strong result in February, thanks to the Lunar New Year, and gives us confidence we will return to 2019 levels this year.

In March most international arrivals were from New Zealand followed by the US, UK, China and Japan. While some markets are still recovering we are pleased to see several are already above pre-pandemic levels including the UK, India and South Korea.

Last week, we held our Industry Webinar where we were joined by founding CEO at Citizens of the Reef Andy Ridley, and Matthew Tripolone Managing Director – Australia & Pacific, IHG Hotels & Resorts. Both gave insightful updates, and their comments are well worth watching. If you missed the live event, you can watch a recording online [here](#). Our next webinar will take place on Friday, 21 June. Register to attend [here](#).

Finally, with the Australian Tourism Exchange 2024 (ATE24) kicking off next week in Melbourne / Narm, I look forward to seeing those who are attending there.

Phillipa Harrison

TOURISM AUSTRALIA ACTIVITY



Tourism Australia Youth Sector ELITE Scholarship

Tourism Australia, in partnership with the Backpacker & Youth Tourism Advisory Panel (BYTAP) and the Australian Tourism Export Council (ATEC), is providing a youth-sector focused development scholarship,

designed to increase distribution engagement as well as developing the capability of a future leader in the sector. Based around ATEC's [ELITE program](#), the successful candidate will receive:

1. 1-year ATEC membership for the employer organisation (dependent on organisational suitability).
2. One place in the [ELITE program](#) for a young emerging leader within the organisation, including mentoring by Kristy Malapa, Industry Relations Manager and youth sector specialist at Tourism Australia.
3. Participation in [ATEC Meeting Place](#) on the Gold Coast in October 2024 including participation fees, flights, and accommodation.

Apply* online [here](#).

Applications close on 24 May 2024 with the successful candidate to be announced on 28 May 2024.

**Please note the application form is intended to be completed by a senior member of the organisation with appropriate internal approvals.*



MasterChef Andy Allen showcases Australian cuisine in India

Friend of Australia and MasterChef Judge Andy Allen recently visited Mumbai and Delhi as part of an advocate and stakeholder engagement outreach program. Multiple events were organised for India's celebrity chefs, media writers, key opinion leaders and top industry representatives to generate social media and press coverage and further showcase Australia's food and drink experiences. A collaboration with



Top Indian Instagrammer duo showcase Australia

To target high yield travellers from India on social media platform, Instagram, travel advocate and author-photographer duo, [Bruised Passports](#), were recently hosted as part of Tourism Australia's advocate and stakeholder engagement outreach program. The visit showcased aspirational Australian holiday experiences to the duos over 1.2 million followers. With a diverse range of experiences incorporated, the content creators enticed their

one of the city's top restaurants, O Pedro and its Executive Chef Hussain Shahzad, has driven a combined social reach of over 10 million from just one event. View some of the social coverage [here](#).



Media and KOLs taken on an Australian culinary journey in Hangzhou with Craig Willis

Following on from a partnership with Shenzhen Park Hyatt last year, Tourism Australia partnered with the Grand Hyatt Hangzhou to launch the “*Enjoy the Best of Australia at Hyatt*” themed luncheon last week. The event allowed media and key opinion leaders to experience the finest of Australian food and wine. Friend of Australia Craig Willis collaborated with the Grand Hyatt Hangzhou's team to present an exclusive Aussie brunch and Australian steak dinner, leading guests on a culinary journey through Australia. Tourism Australia's China team extended a welcome to Chinese travellers, and shared insights into the recovery of the Australian tourism industry. Hangzhou holds significant importance in this regard, with seven direct flights per

followers with 'FOMO' inducing visuals and commentary. Content captured from the visit will feature on Bruised Passport's Instagram, YouTube and website and will also be leveraged on Tourism Australia's owned social platforms.

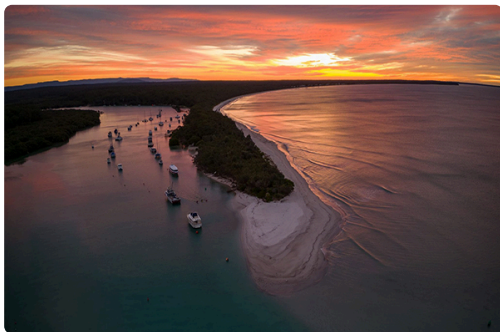


Federal Budget 2024-25

The handing down of the Federal Budget 2024-25 in Canberra last night included a number of measures to support tourism. The Government's steady investment in tourism includes setting Tourism Australia's appropriation at \$170.4 million for 2024-25; additional funding to Austrade to support the operation of the Approved Destination Scheme; continued funding to support tourism operators to engage in Great Barrier Reef monitoring and protection; and investment in road and rail infrastructure. The continuation of the small business instant asset write-off will also be welcome news for tourism businesses.

week between Hangzhou and major Australian cities now resumed.

TOURISM INDUSTRY NEWS



2024 Tourism Awards nominations open

Nominations are now open for the 2024 Tourism Awards in each State and Territory, sponsored by Tourism Australia. Winners in each national category proceed to the 40th Qantas Australian Tourism Awards, in Adelaide next March. Tourism businesses and organisations can nominate in:

- [Tasmania](#) – Nominations close 17 May
- [Queensland](#) – Nominations close 17 May
- [Victoria](#) – Nominations close 27 May
- [Western Australia](#) – Nominations close 29 May
- [South Australia](#) – Nominations close 17 June
- [New South Wales](#) – Nominations close 30 June
- [Australian Capital Territory](#) – Nominations close 31 July
- [Northern Territory](#) – Nominations close 14 August



Register for ABEA's Sustainability Knowledge Bites Series

Australian Business Events Association have teamed up with the Sustainability Council to present the [Sustainability Knowledge Bites](#) series. On the first Tuesday of each month the online webinars will dive into relevant discussions tackling the big sustainability issues, including emissions and decarbonisation, the circular economy, measurement tools for sustainability reporting and practical guides for the business events industry. The Sustainability Knowledge Bites webinar series is free for ABEA members, and Essentials readers. Register for free, [here](#).



Last chance to secure your Global Sustainable Tourism Summit tickets

Ecotourism Australia's inaugural [Global Sustainable Tourism Summit](#) is kicking off in two weeks with the program featuring two days of insightful conference, a Scenic Rim sustainability tour and two networking cocktail functions. More than 50 renowned sustainability leaders from Accor, Booking.com, WWF-Australia, Flight Centre, Virgin, GBRMPA and a wealth of sustainable and ecotourism operators will be speaking on the program – providing a great place to ‘dip your toe’ into the world of sustainability and learn more. Tourism Australia is a proud partner for this event and [registrations close in under a week](#) on 28 May.



The Australian Tourism Export Council (ATEC) launching a dedicated AI course

The Australian Tourism Export Council (ATEC) has launched a dedicated AI course for tourism businesses. AI Package ‘Harnessing GenAI for your business’ was created in response to many ATEC members who requested to learn more about Generative AI and strategically adopt practices to their own businesses. ATEC has partnered with GenAI expert Christian Watts from Magpie Travel to craft a six month e-learning journey with tutorials to tackle content marketing, AI in communication, enhancing consumer experiences and more. To find out more about ATEC’s AI Package and how AI can power the tourism industry and transform consumer experiences, register [here](#).

AUSTRALIAN STORIES



World Premiere of Bangarra's First Cross-Cultural Collaboration 'Horizon'

Australia's leading Aboriginal and Torres Strait Islander performing arts company, [Bangarra Dance Theatre](#), has announced the world-premiere of their first ever mainstage cross-cultural collaboration [Horizon](#). This powerful new work from two of the world's great First Nations choreographers, will premiere at the Sydney / Warrane Opera House in June before touring across Australia. Horizon honours the First Peoples of the Oceania region, spanning across the continent now known as Australia, the Torres Strait Islands and our southern neighbour, Aotearoa. This story of resilience explores the cultural forces that bind us together, across oceans and eons. For tour dates and tickets, visit the official website [here](#).



All eyes on the Negroni in Surry Hills bar

[Bar Conte](#), Australia's first dedicated Negroni Bar offers an authentic Italian experience in the heart of Surry Hills, Sydney / Warrane. You'll find over 20 iterations of the cocktail on the menu, made with top-shelf Australian and Italian vermouths. The food menu by head chef and co-owner Steven De Vecchi is a collection of small plates and pastas from Gnocchi Sorrentina to Burrata Caprese, honouring Italian favourites. Introductory negroni flights and masterclasses allow first time and true fans of the cocktails in an immersive experience. Bar Conte is open for morning coffee and pastries right through to evening aperitivos and late night digestifs at 340 Riley Street, Surry Hills.



The Daintree Wilderness Lodge welcomes guests back

[Daintree Wilderness Lodge](#) has reopened its doors after a five-month closure due to damage sustained during Cyclone Jasper. The Lodge was right in the path of the Category 3 system when it hit the area in December 2023. In the months since, it has overcome many hurdles to refurbish and recalibrate the entire guest experience. Some of the enhancements made include:

- A total restaurant rejuvenation from a new menu, furnishings to the refurbishment of the outdoor decking area
- Upgrades to all cabins including structural enhancements, new bedding and soft furnishings
- The ongoing commitment to sustainability with an upgrade to energy infrastructure as well as a partnership with “My Green Butler”
- A guest welcome to the Lodge that is designed to refresh mind, body and soul.

Reservations are now open [here](#) for guests to experience the world’s oldest living rainforest.

The East Gippsland Winter Festival is back for a feast for the senses

[The East Gippsland Winter Festival](#) fires up for the fourth consecutive year and will ignite the winter solstice from 21 June to 21 July 2024. Celebrating “HOW WE WINTER” in East Gippsland, visitors and locals will experience the best of the region during a month-long festival of art, performance, music and gastronomy. Renowned as one of the largest winter festival programs in Australia prepare to be enchanted by over 100 events scattered across the region, showcasing the natural splendour of East Gippsland from live music in unexpected places, lakeside wellness experiences, winter feasts in spectacular locations, and more. To learn more about the festival program visit the official website [here](#).

NEWS IN BRIEF

- [Join the NSW Choose Tourism Mentor Program](#)
- [Newcastle Cruise Ready workshop](#)
- [NSW Choose Tourism Program workshops](#)
- [NSW Visitor Economy Strategy 2030](#)
- [Registrations open for Queensland is Calling - North America](#)
- [TEQ's major marketing campaign announced](#)

- [Transport Forum's 2024 Green Revolution Summit](#)
- [WA Regional Economic Development Grants program open](#)



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