



16 December 2020

TOURISM AUSTRALIA UPDATE

Last week, Tourism Australia [launched](#) our latest campaign, inviting young people living in New Zealand to travel to Australia this summer for a working holiday. The campaign targets young Kiwis as well as young international travellers living in New Zealand who are eligible to come here on a working holiday visa and showcases the adventures and experiences they can have while working and travelling in Australia. It also features a '[Jobs Board](#)' tool to help working holiday makers find work in tourism, hospitality and agriculture as well as a series of content and factsheets on [Australia.com](#) which address practical elements of embarking on a working holiday. To support the campaign we have developed a [New Zealand Working Holiday Maker Factsheet](#) for industry.

It was fantastic news to hear this week that New Zealand has agreed in principle to open a [Trans-Tasman bubble](#) early next year. We look forward to welcoming many more Kiwis into Australia once the bubble opens.

Phillipa Harrison



NEW SUSTAINABLE TOURISM FACT SHEET

While global tourism looks to recover, consumer demand for sustainable tourism practices is increasing. Our natural environment has long been a key driver for visitation and tourism continues to play a key role in helping to conserve these natural wonders so they can be enjoyed today and by future generations. For more information download Tourism Australia’s Sustainable Tourism factsheet [here](#).

TOURISM AUSTRALIA ACTIVITY



Singaporeans share Australian holiday memories

Tourism Australia teamed up with Singaporean radio station, KISS92 on a campaign inviting listeners to share their memories of their favourite Australian holiday. The campaign kicked off with the station’s popular DJs sharing their own personal photos from trips to Australia on social media. There were close to 700 entries over a 3-week period, with Singaporeans sharing some of their most personal and meaningful holidays in Australia. The winner will receive a travel voucher to Australia courtesy of Dynasty Travel. The experiences shared by the winning entry and shortlisted finalists will also be featured in a series of digital articles on The Straits Times website.



Tourism Australia’s 8D videos launched in China

Last month, Tourism Australia hosted a luncheon for Shanghai-based media and key opinion leaders. The event was attended by Australian Consul-General to Shanghai Dominic Trindade along with Tourism Australia executives. Tourism Australia’s 8D video campaign was officially launched to the China market at the event. Guests were also provided with the latest China market review in 2020. The ‘Australia in 8D’ videos designed to fully immerse viewers when watched were shown to showcase the visual diversity found in Australia. Held at SOMETHING restaurant, founded by Friend of Australia Craig Willis, the restaurant and menu provided an authentic Australian dining and lifestyle experience to the guests.

New consumer sentiment research released

Tourism Australia has recently updated its consumer sentiment research on the [corporate site](#). The research shows that domestic consumer sentiment has picked up strongly in the last fortnight with both travel and booking intention continuing to rise. Attitudes towards domestic flying also continue to improve with 72 per cent of respondents now feeling it

would be safe to fly within Australia. This research is updated fortnightly on tourism.australia.com.

TOURISM INDUSTRY NEWS



Working Holiday Maker Program Evaluation – Employer Survey

Austrade has commissioned Flinders University to run a survey telling government how Australia's Working Holiday Program is addressing skill needs in regional Australia and contributing to economic prosperity. Part of this is a survey of Working Holiday Makers, finding out what it is like living, working and travelling around the country. The other part looks at things from an employer perspective, including finding out how important Working Holiday Makers are for business viability. Employers who have employed or tried to employ Working Holiday Makers recently are invited to take part in a [short survey](#). The survey closes on Wednesday 23 December 2020. Further information can be found [here](#) or by emailing WHMSurvey@flinders.edu.au.



Australia honored in United States travel awards

Australia was once again awarded 'Destination with the Highest Client Satisfaction, Asia/Pacific' at the TravelAge West's WAVE Awards. More than 2,500 travel professionals from 15 Western American states and readers of the magazine voted on the best of the best from a list of Editor's Pick award recipients. This recognition confirms Australia's experiences resonate with the American traveller. Tourism Australia was also an Editor's Pick recipient for 'International Tourism Board Providing the Best Travel Advisor Support'.

AUSTRALIAN STORIES



Sydney Festival and BridgeClimb Sydney launch the Burrawa Climb

[Sydney Festival](#) and BridgeClimb



Ring in the New Year at Cafe Sydney

Iconic dining destination Cafe Sydney will ring in 2021 with a

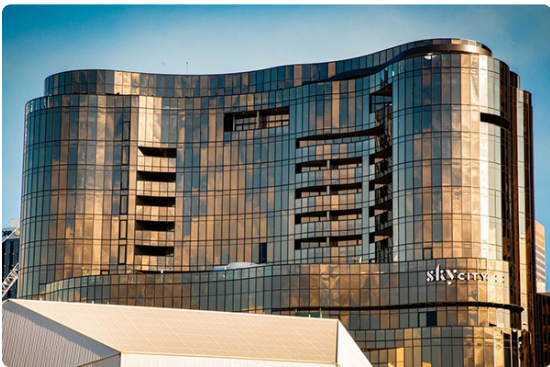
Sydney have unveiled the *Burrawa Climb*, a unique immersion into Aboriginal stories and landmarks across Sydney Harbour. Climbers are guided by Aboriginal storytellers as they scale the summit of the Sydney Harbour Bridge and discover a fresh perspective of the city below. Conceived and written by festival artistic director Wesley Enoch, *Burrawa*—a local Aboriginal word that means ‘above’ or ‘upwards’ - will allow climbers to hear fascinating stories and history from the world’s oldest living culture. Ten dollars from every climb will go to the Tribal Warrior Aboriginal Corporation, with climbs kicking off on 8 January and running throughout the festival period. For further information and bookings visit the BridgeClimb [website](#).



New operator WAM! offers eco adventure tours from Melbourne

A new purpose driven eco adventure company has hit Melbourne - Wild Adventures Melbourne (WAM!) connects small groups with nature through active outdoor adventures on the city’s doorstep. Every aspect of the outdoor adventure tours is designed to make a difference and give back to the environment and local community. Enjoy revitalising minimal impact activities with local guides including stand-up paddle boarding, mountain biking and bushwalking combined with wildlife spotting, fascinating storytelling and a touch of indulgence at sustainably conscious cafes, wineries and hot springs. Head to the WAM! [website](#) and choose between a full-day or half-day outdoor adventure tour.

stylish and memorable New Year’s Eve dinner experience, embracing its spectacular backdrop of Sydney Harbour and the midnight fireworks. Cafe Sydney’s team, guided by Executive Chef James Kidman, has established a five-course dinner that embraces the seasonal flavours of summer and celebrates some of Australia’s finest producers. Each course is matched with an Australian wine selected by Sommelier Simon Curkovic. A private dining room for up to 16 guests is also available for booking, offering a private terrace area overlooking Sydney Harbour – a truly bucket list experience. Reservations can be made by visiting Cafe Sydney’s [website](#).



SkyCity Adelaide expansion features new five-star hotel

SkyCity has launched its luxury hotel *Eos by SkyCity* as the centrepiece of its \$330 million expansion of Adelaide’s entertainment precinct. The transformation of the precinct marks a new dawn for entertainment in South Australia with the modern establishment also featuring four new restaurants, two bars, a new casino space including VIP gaming rooms, and conference and events facilities with breathtaking views of the riverbank. *Eos by SkyCity* boasts 120 opulent rooms that offer guests a new realm of luxury for Adelaide. Guests have at their fingertips spa experiences, a personal trainer, an on-call in-room mixologist, in-room hair and make up artist and an unpacking service. For more information on Adelaide’s premier destination for entertainment visit the SkyCity [website](#).

NEWS IN BRIEF

- [Australia remains on track to deliver COVID vaccinations in March 2021](#)
- [Business support for small businesses in NSW](#)
- [COVID vaccine rolls out across Europe](#)
- [Export Market Development Scheme changes passed through Parliament](#)
- [Final National Cabinet Meeting of 2020](#)
- [Further support for domestic aviation industry](#)
- [Jetstar to Fly Direct from Melbourne to Margaret River Region](#)
- [Jobs boost as Regional Travel Voucher Scheme launches in Victoria](#)
- [Latest domestic visitor survey results](#)
- [New Zealanders now able to visit QLD without quarantine](#)
- [Spain expects to achieve herd immunity by August 2021](#)
- [Travel agents funding applications now open](#)

TOURISM AUSTRALIA



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