



16 June 2021

TOURISM AUSTRALIA UPDATE

Following on from ATE Live in Sydney last week, Tourism Australia is currently hosting ATE Online with all our international teams and buyers. I wish everyone participating in the program a successful week.

We really missed our Victorian industry at ATE Live, so we are going to hold industry briefings and networking drinks next month. The events will be held in Bendigo on 14 July from 2 to 5pm, and Melbourne on 15 July from 4 to 9pm. Please hold these dates in your diaries and we will advise further details shortly.

Last week, the second phase of our *Holiday Here This Year – City Escapes* campaign went live with advertising across TV, cinema, out of home, print, digital and social media. The campaign, which builds on the first phase which was launched in March this year, encourages consumers to come back to the cities and experience all the wonderful food, accommodation, and activities our vibrant cities have to offer. You can see the campaign [here](#).

Finally, I would also like to extend a warm congratulations to all the recipients recognised in the Queen's Birthday Honours List, including many in the tourism and tourism related space. In particular, I would like to acknowledge the Secretary of the Department of Foreign Affairs and Trade, Frances Adamson, and Tourism Australia Board member, John Hart, for the well-deserved recognition they received. The full list of recipients is available [here](#).

Phillipa Harrison



ATE ONLINE SEES 1,300 DELEGATES CONNECT WITH AUSTRALIA

The second component of the Australian Tourism Exchange 2021, ATE Online, is underway around the globe as around 1,300 international buyers and Australian sellers participate in virtual appointments. Delegates from throughout Asia, UK and Europe, and America are attending appointments, virtual conference sessions and on-demand content to connect with Australian tourism product. Where possible, some international markets are also hosting an in-person ATE event locally so they can experience our Aussie hospitality from afar until we can meet again in person.

TOURISM AUSTRALIA ACTIVITY



Japanese flyers get a taste of Australia

Tourism Australia has been keeping Australia top of mind as a holiday destination for Japanese consumers with a recent [Australia-themed charter flight](#). On 12 June, Tourism Australia in partnership with Japan Airlines, JALPAK and Narita Airport transformed the check-in counter, gate lounge and aircraft interior into a virtual Australian environment. Around 170 passengers were welcomed by a didgeridoo player and Australian wildflower displays. They enjoyed an Australian meal and destination videos during the three-and-a-half-hour flight over Japanese airspace, departing from and returning to Narita Airport.



Tourism Australia partners with Australian Traveller on family-focused cities magazine

Tourism Australia has partnered with travel magazine, Australian Traveller, on a special family-focused edition aimed at driving families to explore Australia's major cities. Released on 10 June, the 172-page *Parents' Guide to Our Amazing Aussie Cities* edition is designed to appeal to two types of families - those with young children and, the hardest travellers to please, teenagers. Coupled with a digital hub, two television spots and digital advertising, the magazine also has reduced the cover price to cost just AUD\$4.95. Consumers can access the content online [here](#) and purchase hard copies from newsagents or direct from the Australian Traveller website.



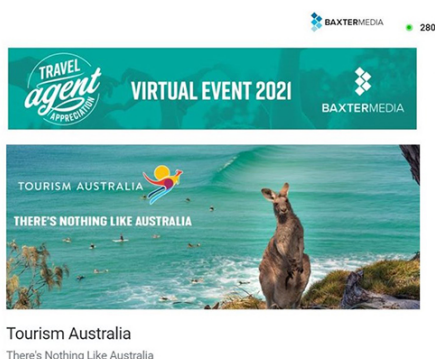
ATE21 Welcome Events in



Dreaming of Australia in

New York and Los Angeles

U.S. delegates attending ATE Online were invited to welcome events on 8 June. Held in Australian-style venues at Bluestone Lane Café in New York and Bondi Harvest in Los Angeles, guests enjoyed Australian food and wine. The intimate and casual events took place simultaneously with a live link up between the two cities as well as a live cross to ATE Live in Sydney. The highlight was a live tour of the trade show floor, led by Phillipa Harrison. It was the first in-person industry event for many in attendance and all appreciated the opportunity to build connections in real life. There are 135 North American delegates attending ATE Online.



Canadian Travel Advisor Appreciation Event

Tourism Australia connected with 175 advisors at Baxter Media's

Germany

Tourism Australia has partnered with the travel section of [geo.de](https://www.geo.de), a platform that reports on travel destinations, people and culture as well as nature and sustainability. The four-week Australia Special features photo galleries of Australia's nature and wildlife, inspiring road trips, authentic Aboriginal experiences as well as sustainable travel in Australia. Partnering with Tourism Western Australia, Tourism Tasmania and Destination New South Wales, the promotion showcases the diversity of experiences throughout Australia. Including the landscapes of the Kimberly region, top reasons to travel to Tasmania and a road trip along the coast of New South Wales. The four-week promotion which started in June, is expected to generate more than 100,000 views and is a perfect way to remind German travellers why Australia should be the destination they should visit.



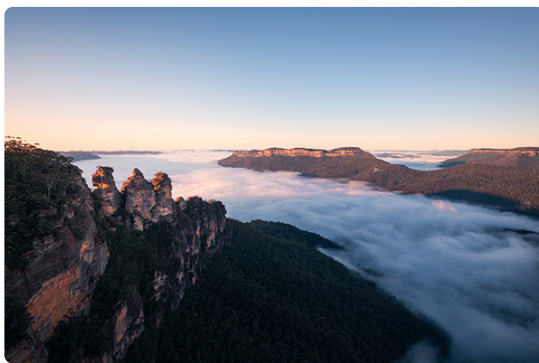
Educating United States Advisors at Signature's 'Regionals Reimagined'

Travel advisors in the United

Travel Agent Appreciation Event, held virtually on 27 May. Advisors learnt about the [Aussie Specialist Program](#) and unique Australian experiences, while being recognised for their hard work with prizes and Australian themed giveaways. Over the past year, Canadian advisors have increased their knowledge of Australia through webinars and Aussie Specialist incentives. With the vaccination rollout progressing, Canadian clients are eager to plan their next vacation and there is increasing interest in visiting Australia in 2022.

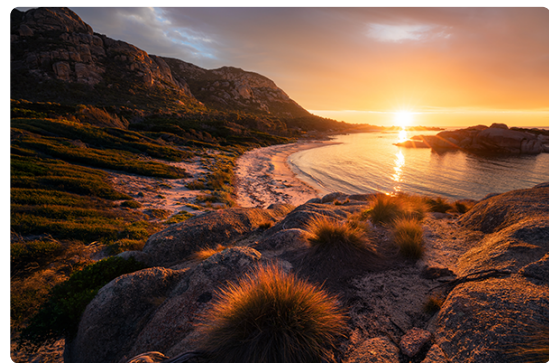
States learned about the benefits of the [Aussie Specialist Program](#) at Signature Travel Network's event, 'Regionals Reimagined'. The virtual event was held on 2 June. As a preferred partner, Tourism Australia presented to over 100 advisors during the opening session and held small group appointments with advisors from all over the United States. Advisors were incentivised to complete the Aussie Specialist Program by 30 June to receive an Australian themed gift pack.

TOURISM INDUSTRY NEWS



National Visitor Survey results

Tourism Research Australia has released its latest [National Visitor Survey results for March 2021](#). For the month of March 2021, total domestic overnight trip expenditure decreased by 6 per cent (or a loss of \$0.4 billion) to \$6.0 billion compared to \$6.4 billion in March 2019. However, the average spend per overnight trip in March 2021



Short-term travel increases following NZ bubble

The Australian Bureau of Statistics has released April 2021 data which shows that overseas visitor arrivals to Australia increased 171.9 per cent compared to the previous month, a total of 22,610 trips. Australian resident returns from overseas increased 83.6 per cent compared to the previous month, a total of 16,990 trips. These are the

was up 13 per cent to \$718 compared to March 2019 (\$638).

highest numbers since COVID-19 travel restrictions were imposed in March 2020. Read more [here](#).



NSW Pilot Plan to welcome back international students

The New South Wales Government has announced a pilot plan for international students to return to the state in the second half of 2021. The plan would enable 250 students a fortnight to return to New South Wales and quarantine in specially approved student accommodation. The plan is with the Federal Government for final review. Read more [here](#).



2032 Olympics and Paralympic Games

The International Olympic Committee (IOC) has recommended that South-East Queensland be the host region for the 2032 Olympics and Paralympic Games. IOC members will vote on the bid in July before announcing an official decision. Read more [here](#).

AUSTRALIAN STORIES



Scenic World in the Blue Mountains launches its first evening experience

[Light Up the Night](#) is a new



New tiny house accommodation at Canberra's Mount Majura Winery

Just in time for winter, Cubby and

evening experience in the Blue Mountains that illuminates the night sky at Scenic World from 25 June to 11 July. Featuring music curated by local legends, Hermitude, visitors can soak up the stars like never before suspended 270 metres above the Jamison Valley. Watch the Three Sisters, Katoomba Falls and Orphan Rock come to life as part of a dazzling light display and continue the journey along the Katoomba Falls Night-Lit Walk, a family-friendly 1.3 kilometre evening light circuit, operated by Blue Mountains City Council. Wrap up the adventure with a return trip on the Disco Skyway and treat your tastebuds with winter warmers and delicious desserts at Scenic Supper as you enjoy starry views over the valley. Tickets are now on sale [here](#).



Learn more about Ewamian Country at Talaroo Hot Springs in outback Queensland

Located 360km west of Cairns on the Savannah Way in the outback of Tropical North Queensland, the Talaroo Hot Springs is Australia's only known tiered thermal hot spring. Opening this month, the new Talaroo Hot Springs

Co. (formerly Naked Cubby and Co.) has launched its latest accommodation offering, Dinny. A tiny house nestled in the foothills of Mount Majura Winery, located only 15 minutes from Canberra's city centre. The queen-sized bed faces a picture window with views of Mount Majura's Reisling block and the vineyard beyond. Curated with a collective of local producers, designers and furniture makers, the cubby, and overall experience, is centred on all things local. Guests also have the choice to upgrade their accommodation to include delicious food delivered to your door from local Canberra restaurants, XO and The Boat House delivered. To make a booking, visit the website [here](#).



Early Bird Packages now on sale for annual Taste Norfolk Island festival

Taking place from 21 to 27 November, [Taste Norfolk Island](#) is an unmissable annual event showcasing superb locally grown, raised, caught, produced and prepared food, and chef talent, in a host of stunning settings across

experience includes a caravan park and campground, plus a new boardwalk around the Springs and private soaking pools. Guided experiences will include hourly tours of the Springs where visitors can learn about Ewamian Country, language and people; the geology, ecology and archaeology of the Springs; Talaroo's extraordinary nature, wildlife and Ranger program; and the colourful cattle history of the property. More information on the tours and accommodation options can be found on the website [here](#).

the island. From a sunset drinks reception, to night food markets and a Thanksgiving lunch (with a twist), the week-long event features a host of workshops, classes, entertainment and foodie fun. This year Justine Schofield, the star of Everyday Gourmet and Masterchef Season One fan favourite, will host a special masterclass, sharing her passion for French cuisine and her knack for simplifying classic dishes for the time-poor home cook. Festival packages at discounted Early Bird prices are now available on the website [here](#).

NEWS IN BRIEF

- [Joint statement from Prime Ministers of Australia and Singapore](#)
- [Support for Gold Coast music festival](#)
- [Update on Melbourne restrictions](#)



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