



17 April 2024

TOURISM AUSTRALIA UPDATE

Last week, along with our board and executive team, I was in Cairns / Gimuy for a board meeting and function with local industry leaders. The visit was an opportunity to hear firsthand where things are at after a tough few months. In a session curated by Tourism Tropical North Queensland's CEO, Mark Olsen, we were impressed by their obvious collaboration and focus on what was needed for future success – good aviation access was top of mind as was the rebuild of their crucial international markets, developing their First Nations tourism experiences and reminding us of the diversity of the region. Thanks to all who attended – great to see you all.

The board also enjoyed a site inspection of the new spaces at the Cairns Convention Centre which is where our ['Australia Next'](#) event will be held later this year. The event is an opportunity to showcase the region to around 100 business events decision makers and media from key

markets around the world, to help generate future business from this lucrative sector.

Yesterday the Australian Bureau of Statistics (ABS) released arrival numbers for February 2024 which show we were back to 93 per cent, compared to February 2019. This is well up on January, which was at 83 per cent. The jump in overall arrival numbers was largely driven by a spike in the number of visitors from China. Chinese arrivals in February were at 73 per cent, up from 50 per cent the month before. This is encouraging growth, in the month of the Lunar New Year, from our number one market in terms of both visitation and spend in 2019.

Phillipa Harrison

TOURISM AUSTRALIA ACTIVITY



Discover Aboriginal Experiences sustainable tourism case studies

Tourism Australia's [Signature Experiences of Australia](#) program, [Discover Aboriginal Experiences](#) (DAE) collective recently launched four case studies on members going to extraordinary lengths when it comes to sustainable tourism, whether that relates to protecting the environment, community, culture – or all three. The case studies also tap into recent figures published by [Statista](#), which show that more than 80 per cent of global travellers regard sustainable travel as important to them, and that they



Great Australian Bite

Last Friday, Australia's culinary experiences were in the spotlight as part of a consumer promotion Tourism Australia delivered in a partnership with the Los Angeles Times. As part of an ongoing partnership, Australian food, wine, music and culture took over LA's iconic Malibu Pier as part of the 'Great Australian Bite' event to give prospective American travellers a taste of Australia's incredible tourism offerings. Around 300 guests enjoyed a special Australian dining experience headlined by some of Australia's most renowned chefs, including Josh Niland, Jo Barrett and Monty Koludrovic. The

were willing to adopt sustainable travel incentives. The case studies profile **Mabu Buru Tours** in Western Australia; **Sand Dune Adventures** in New South Wales; **Wajaana Yaam** in New South Wales; and **Maruku Arts** in the Northern Territory. The case studies are detailed in appendix 1 [here](#). The DAE collective was a recent winner in the [Travel + Leisure 2024 Global Vision Awards](#) as one of only 26 global companies, individuals, destinations, and non-profit organisations that are leading the way in developing a more sustainable travel industry.



Malaysia bustles with activity as Tourism Australia engages outbound trade

The first week of April was abuzz with activity across Kuala Lumpur, Penang and Ipoh as Tourism Australia engaged the Malaysian travel trade with an abundant schedule of events. Kicking off the activities, the Product Development Forum Kuala Lumpur saw 40 attendees. Presenting an update on new sellers and products were Destination NSW, Visit Victoria, Visit Canberra,

event, sponsored by Qantas, South Australia Wine and Four Pillars Gin, showcased Australia's incredible food and wine, which remain especially attractive amongst those US travellers who are most likely to consider and book a trip to Australia.



Vale John Rowe

On 15 June 1982, John Rowe was announced as the new General Manager (today's equivalent of Managing Director) of the Australian Tourist Commission (ATC). He assumed the role on 1 September 1982 and served with the organisation until 11 August 1989. Mr Rowe joined the ATC when it was still headquartered in Melbourne on St Kilda Rd, with an office in Sydney, and at a time when tourism had been identified as an industry of enormous

Tourism Western Australia, South Australia Tourism Commission, Tourism and Events and Queensland, and Tourism Northern Territory. The states and territories also shared more information on ATE24, promoting the event to potential delegates at the same time. Moving to Ipoh and Penang from 3 to 4 April, Tourism Australia conducted the 'Come and Say G'day' Appreciation Dinner and Product Update Roadshow for 40 and 60 attendees respectively. The event was attended by Nicole Adamson, Principal Migration Officer Integrity, First Secretary Home Affairs, Australian High Commission, Kuala Lumpur; Destination NSW, Visit Victoria, Visit Canberra, Tourism Western Australia, South Australia Tourism Commission, and Tourism Events and Queensland. Along with trade engagement, the states and territories provided a destination update to the trade, as well as ETA developments from the Australian Department of Home Affairs.

potential for Australia. In his first year he described it as a time when "tourism became the project of the nation". In his first year Australia welcomed fewer than 1 million visitors (954,674), which was 2 per cent more than the previous year but spending by visitors rose by 14 per cent. In the years that followed he led the organisation through the launch of the infamous Paul Hogan 'Come and Say G'day' campaign of January 1984 and the subsequent series of Hogan ads through to the late 80s and other campaigns like Land of Dreams in Asia and I'm Aussie in the Japan market. John Rowe AM died peacefully, surrounded by family on 10 April 2024.

TOURISM INDUSTRY NEWS



Visit Sunshine Coast's Green



ATEC – ATE tutorial and

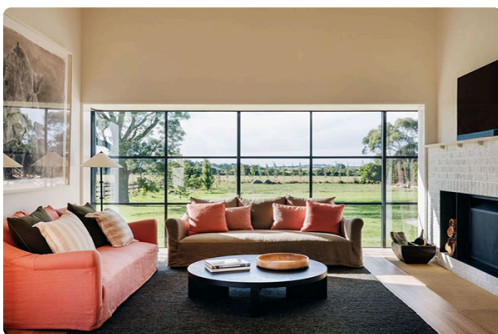
Initiative Takes Root

Visit Sunshine Coast is joining forces with local businesses, tourism operators, and visitors to plant 10,000 trees in the Cooroy Mountain Wildlife Corridor through its [Sunshine Coast Sustainability Program](#), which focuses on carbon removal via reforestation projects. With guidance from Noosa Landcare, this initiative seeks to revitalise land and enhance wildlife habitats, ultimately improving water quality in the Great Sandy Strait and Southern Great Barrier Reef lagoon. Choosing World Earth Day for their tree planting, visitors to the region are encouraged to go to www.visitsunshinecoast.com to discover more about the program and purchase a tree to support the endeavour.

mentoring

Following on from the Australian Tourism Export Council's (ATEC) tutorial held today 'What to Expect from ATE24'. ATEC is offering personalised one-on-one and group mentoring sessions to help prepare for the Australian Tourism Exchange (ATE24). Members and non-members interested in taking part, are invited to complete the following [expression of interest](#). For further information please contact ATEC training@atec.net.au. The Australian Tourism Exchange will be held in Melbourne / Narmm from 19 to 23 May.

AUSTRALIAN STORIES



Leighton House brings a slice of luxury to Northern Tasmania

[Leighton House](#) welcomes guests to experience a new level of luxury in a spectacular farm setting in Evandale in Northern Tasmania. The restored 1840's Georgian



Four Pillars launches first whisky barrel gin in collab with LARK Distillery

Introducing [Whisky Barrel Gin](#), a collaboration between two of Australia's most revered drinks purveyors, [Four Pillars](#) and [LARK](#)

homestead, is only 20 minutes from Launceston. The property has been built with a deep passion for bringing family and friends together and sleeps up to twelve guests. The property's renovation has been conceptualised by award winning Hobart architectural firm, Core Collective. Alongside the homestead's three grand ensuite bedrooms, a newly appointed wing is home to an open plan kitchen, living and dining and upstairs, the ultimate bunk room featuring six double bed bunks, teen retreat, and pool room three ensuite bedrooms. Overlooking 300 acres of farmland, visitors can bathe in an outdoor seating which features three seating areas, a protected courtyard, glass atrium, al fresco sauna, stoked spa, and yoga platform.

[Distillery](#). On sale from Tuesday 23 April, this exclusive release of only 2,000 bottles has been over five years in the making, starting at the Four Pillars distillery with a solera of Sherry and Apera barrels full of high proof Rare Dry Gin. When Four Pillars received barrels from Australia's #1 luxury single malt whisky makers, LARK Distillery, something special was found. The high-proof Rare Dry Gin, which had been ageing in the Sherry and Apera barrels for about four years, was transferred into the LARK whisky barrels at the beginning of 2023, where it rested for a further six to finish its maturation before all barrels were blended together. The final gin is a heady mix of dark spices along with preserved citrus and some nice malty notes. Four Pillars Whisky Barrel Gin will be available to purchase from Heinemann Australia and Lotte, with a small number of bottles also available online and in the Four Pillars Gin Shops.



It is time for the annual Grampians Grape Escape

The [Grampians Grape Escape](#) is back for its annual celebration of food, wine, and music in the



New menu format for Parlar Potts Point

Catlan inspired fine diner [Parlar](#) in Potts Point, Sydney / Warrane has recently moved to a tasting menu

Grampians / Gariwerd National Park, Victoria from 3 to 5 May. The festival is a celebration of the end of vintage, displaying the best the region has to offer, featuring masterclasses, cooking demonstrations, guest chefs, live music, kids' activities, and more. Kicking off with Feel-Good Friday, which spotlights local music talent, and promises to blend great music, community camaraderie, and a warm welcome for visitors, setting the tone for the weekend ahead. On Saturday and Sunday, the full festival village opens with over 100 exhibitors, including 35 wineries, food trucks, creators, and local producers - there is something for everyone.

format. Offering two menu options (\$119 5-course and \$169 6-course), executive chef Jose Saulog's cooking style and precision shines in this new format. Dishes include pan tomato; bacalao and caviar tart; 5J Jamón Ibérico de bellota; lightly smoked Jervis Bay mussel tart; and black rice with spanner crab and prawns. Located next door to its sister restaurant Franca, the Parlar dining room seats 45 and is anchored by a 9-seat marble bar and adorned with art by 70's American artist Alex Caulder.

NEWS IN BRIEF

- [Building Resilient Tourism Infrastructure Fund](#)
- [Disaster assistance for NSW flood regions](#)
- [Free accessibility training - Guide Dogs Queensland](#)
- [Great Barrier Reef Marine Park protected area grows](#)
- [Nominations open for Queensland Tourism Awards](#)
- [NSW Treaty Commissioner applications](#)
- [Southern Great Barrier Reef Industry Networking Event 2024](#)
- [SXSW Sydney badges on sale](#)
- [Tourism Council WA's Aviation Insights webinar](#)
- [WA Tourism Conference early bird registrations open](#)



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