



17 March 2021

TOURISM AUSTRALIA UPDATE

Today Tourism Australia [announced](#) a new \$12 million content creation initiative aimed at supporting tourism businesses across Australia in their recovery and driving increased visitation by helping them to better market their experiences and attractions particularly in the digital space. You can read more about this below.

Tourism Australia is in Cairns this week with our Board, kicking off our first face-to-face industry briefing event since before the COVID pandemic. It is great to be able to see all the Tropical North Queensland industry up here in person and I'm looking forward to rolling out these industry briefings across the country over the coming months.

A final reminder that applications to attend the 2021 [Australian Tourism Exchange](#) (ATE) close this Friday 19 March. ATE will take place live in

Sydney and online, in June 2021.

Phillipa Harrison



\$12 MILLION MARKETING BOOST FOR TOURISM OPERATORS

Tourism Australia has today [announced](#) a new \$12 million content creation initiative aimed at supporting tourism businesses across Australia in their recovery and driving increased visitation by helping them to better market their experiences and attractions. The *National Experience Content Initiative* will provide a suite of new visual imagery for up to 1,800 tourism experiences from around 57 regions across Australia to ensure that operators marketing materials to make their online product listings stand out in search results and are booked more often by domestic and international travellers. Find out more [here](#).

TOURISM AUSTRALIA ACTIVITY



Australia sends love to Japan

Tourism Australia in conjunction with Tourism and Events Queensland, Visit Victoria, Tourism Western Australia, and Destination New South Wales is sending *Love from Aus* to Japanese consumers. Campaign signage will appear in front of the Australian Embassy in Tokyo for the next six months. The signage features eight iconic images of Australia including Heart Reef, Vivid Sydney, the Great Ocean Road, and the Pinnacles. The signage is a way to thank the people of Japan for their heartfelt support during the bushfire crisis last year and to show how important it is to be united in these challenging times. See the images online [here](#).



Applications closing for ATE21



'Open for Business' bushfire recovery video: Mallacoota

The next '[Open for Business](#)' video in the series has been released. This video features the bushfire affected region of Mallacoota in East Gippsland, Victoria and can be viewed [here](#). The series is a collaboration between the National Bushfire Recovery Agency and Tourism Australia and illustrates the recovery of communities impacted by the 2019/20 summer bushfires. A total of 15 videos will be released, sharing stories from bushfire affected regions across Australia.



Spotlight on the Regions - Singapore

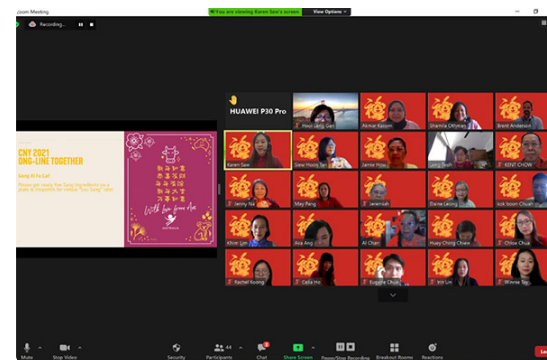
Applications close on Friday 19 March for the Australian Tourism Exchange (ATE) 2021. This year's ATE is planned to take place 'live' in Sydney and online in June 2021. Tourism Australia is planning a hybrid event that brings together in-person and virtual attendees to connect the Australian tourism industry with international and domestic travel buyers. ATE Live is scheduled for 6 to 9 June 2021 and will be followed by ATE Online from 10 to 17 June. To learn more, visit the [ATE website](#).

This week in Tourism Australia's 'Spotlight on the Regions' we feature an interview with Tourism Australia's Regional General Manager South & South East Asia, Brent Anderson, who shares insights and observations from Singapore, as well as updates on key stakeholders and Tourism Australia activity in market. Read the update [here](#).



TripTech and Campermate app to inspire Aussies to experience their own backyard

Tourism Australia has partnered with TripTech and the CamperMate app as part of the [Holiday Here This Year](#) campaign. The partnership aims to inspire people to explore their own backyard by discovering new and diverse experiences using the CamperMate app. The app helps independent travellers plan and book pre-trip and in-trip experiences, while taking



Chinese New Year trade outreach in Singapore and Malaysia

The Tourism Australia teams in Singapore and Malaysia ran a series of activities with key trade partners in market over the Lunar New Year festive season. In Malaysia, the team held an online celebration with key distribution partners. All partners expressed optimism about the demand for international travel especially to Australia and are committed to supporting Tourism Australia's

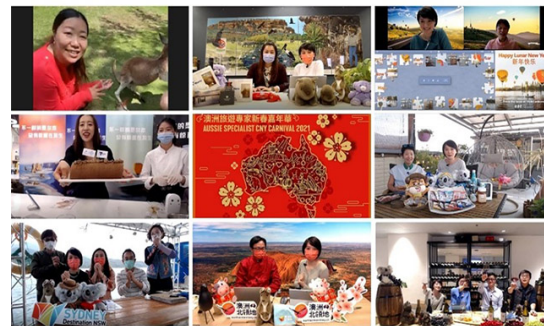
advantage of timely deals and the best camping and road trip tips. With over 4,500 experiences available on the CamperMate app and over 200 Australian experiences in multiple categories available to be searched and booked, CamperMate users can uncover what interests them the most. Find out more [here](#).



Australia joins USTOA Destination Sweepstakes Campaign

Tourism Australia Americas joined a campaign with USTOA (United States Tour Operators Association) to inspire consumers to dream of travel and plan future trips. The [USTOA Bucket List Travel Bracket Sweepstakes](#) will run from 11 to 31 March and includes almost 40 destination marketing organisations and features 64 experiences. The initiative will be promoted through USTOA channels with USTOA members encouraged to share with friends, clients, and travel advisors. Entrants can vote daily on their favourite destination experiences

activities in upskilling staff through the [Aussie Specialist Program](#). In Singapore, similar sentiments were expressed, and partners were also encouraged by the extension of the Singaporean government's Job Support Scheme to October 2021 and high-level talks on the forming of a travel bubble between Singapore and Australia.



Hong Kong Aussie Specialist Lunar New Year Carnival

Tourism Australia welcomed in the Year of the Ox with Hong Kong Aussie Specialist agents through a series of live interactive online carnival activities in February. Presented together with all eight State and Territory Tourism Organisations, the series included zoo live streaming, dessert and pearl farm workshops, a wine tasting masterclass, interactive games and more. The virtual events were designed to create a fun learning environment and equip agents with destination and professional product knowledge. The Carnival recorded a total attendance of around 500 and the

with the winner announced on 1 April. Tourism Australia has two experiences in the running 'Visit a vineyard and taste Shiraz in Australia' and 'Overnight in a glamping tent in the outback of Australia'.

response was overwhelmingly positive. [Click here to watch the Carnival Highlights.](#)

TOURISM INDUSTRY NEWS



Get involved in Tourism Tasmania's Winter Program 2021

Tourism Tasmania's winter program will be a critical component of the tourism industry's continuing recovery in 2021. Tourism Tasmania will be running an expression of interest (EOI) process to make sure the campaign and website content features products and experiences that meet the criteria. Find out more [here](#).



Victorian Tourism Conference 2021

This year's [Victoria Tourism Conference](#) will take place on 21 and 22 April, with the theme 'Shaping the future of Victorian tourism'. Presented by Visit Victoria in partnership with the Victorian Tourism Industry Council, the event brings together tourism, events and hospitality industries at the Melbourne Convention and Exhibition Centre (MCEC). Register to attend [here](#).



South Australian Regional Visitor Strategy 2025 plan released

South Australia has launched a [new plan](#) to grow the state's regional visitor expenditure by \$4 billion by 2025. The South Australian Regional Visitor Strategy 2025 outlines priority action areas set by the state's 11 tourism regions after extensive consultation involving more than 800 stakeholders.



New program targets national conferences for Queensland

The Queensland government has [launched](#) a new national program to recruit Australian corporates to hold business events, conferences and conventions in Queensland. Tourism and Events Queensland is coordinating the program with application and eligibility details available at www.teq.queensland.com.

AUSTRALIAN STORIES



Hilton Melbourne Little Queen Street breathes new life into historic building

Hilton's newest hotel in Melbourne is set to open on Little Queen Street next Monday 22 March.

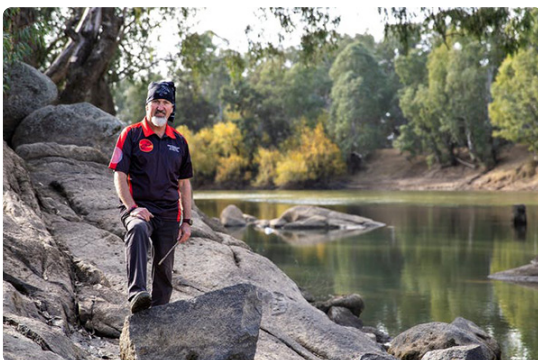


IHG Hotels & Resorts launches 'Stay Here, Explore There' campaign

[IHG Hotels & Resorts](#) has unveiled its newest campaign 'Stay Here, Explore There', designed to ignite

Breathing new life into the city's historic Equity Chambers building, [Hilton Melbourne Little Queen Street](#) will feature 244 guest rooms including five luxurious suites. Other new additions include restaurant Luci and cocktail bar, The Douglas Club, as well as an executive lounge, fully equipped gym, meeting and event spaces. The elegant hotel has been designed by leading Australian architecture studio, Bates Smart, who ensured the building's old-world charm was respected and original features restored, while connecting the modern extension to the historic site. For more information and to book, visit the hotel [website](#).

and inspire domestic travel with rewarding offers across its family of hotels in Australia. The offer extends to IHG's newest hotels, Hotel Indigo Adelaide Markets and Hotel X in Brisbane, as well as iconic favourites such as the InterContinental Hayman Island Resort. The campaign encourages guests to explore the wonders of their own backyard and includes a minimum saving of 25 per cent off accommodation for IHG Rewards Members. The offer must be booked before 30 April 2021 and is available for stays between 12 March to 30 December 2021. For further information and to book visit the [website](#).



NSW Indigenous operator Bundyi Cultural Tours joins Discover Aboriginal Experiences

[Bundyi Cultural Tours](#) has joined [Discover Aboriginal Experiences'](#) collective of quality, authentic Aboriginal guided tourism offerings. Bundyi Cultural Tours takes guests deep into the Wagga



Peninsula Hot Springs to open new venue in East Gippsland

The team behind the popular [Peninsula Hot Springs](#) has joined forces with East Gippsland locals Rachel and Adrian Bromage to develop a new hot springs in the picturesque town of Metung, Victoria. Construction is set to begin in the coming months, with

Wagga region with local Wiradjuri man Mark Saddler, who shares his cultural heritage with guests on walking, coach, 4WD and motorcycle tours. With experiences ranging from a few hours to a full day, guests will discover 'scar trees', ancient shell middens and sacred sites including one of the most iconic landmarks in the Riverina, The Rock Nature Reserve – Kengal Aboriginal Place. Guests will also experience traditional bush tucker along the way, with longer tours incorporating a delicious barbecue lunch. To book Bundyi Cultural Tours, visit the [website](#).

the new Metung Hot Springs resort expected to open in time for next summer, bringing some much-needed tourist dollars to a region that was significantly affected by the events of 2020. Located within Kings Cove golf estate, the project includes a glamping village and hot springs bathing with panoramic sweeping views over the Gippsland Lakes - creating Australia's first Hot Springs golf course. For more information on the East Gippsland venue, keep an eye on the [website](#).

NEWS IN BRIEF

- [Coronavirus restrictions ease in Queensland](#)
- [Google opens the door to more hotels by offering free hotel listings](#)
- [January 2021 international visitor arrivals have been released by the ABS](#)
- [National Visitor Survey results for December 2020](#)
- [Restrictions to ease for venues across WA](#)
- [Travellers from Victoria can now enter WA without self-quarantine](#)

TOURISM AUSTRALIA



tourism.australia.com

[Privacy Policy](#) | [Terms and Conditions](#) | [Contact Us](#)

To ensure that you continue receiving our emails, please add us to your address book or safe list.

This email was sent to rsaliba@tourism.australia.com

[Unsubscribe](#) or [manage subscriptions](#)

Got this as a forward? [Sign up](#) to receive our future emails.

