



20 March 2024

## TOURISM AUSTRALIA UPDATE

Thank you to those of you who joined us last week for our annual Destination Australia conference in Darling Harbour / Tumbalong, Sydney. We had a full house at the ICC Sydney from the beginning of the day right through to the end, which demonstrated yet again how engaged our industry is, and how focused we all are on the challenges and opportunities ahead.

We are hopeful that this year international arrivals and spend will get back to 2019 levels, so we thought it was important not only to celebrate this approaching milestone, but to kick off the discussion of what the sustainable growth for our industry looks like beyond it. If you didn't make it, you can still [register to access](#) the virtual component of the conference which includes recordings of all presentations from the day. You can watch a video recap [here](#) and check out images from the day [here](#).

Last week was a big week for many with the 2023 Qantas Australian Tourism Awards Gala Dinner on Friday night in Darwin. It was, as always,

a big night of celebration, emotion – and of course recognition of the breadth and depth of our industry. Congratulation to all the [winners and finalists](#).

Last week the Australian Bureau of Statistics released the latest international arrivals numbers, which continue to head in the right direction. They show in January we were back to about 83% compared to January in 2019, slightly up on December. It is also pleasing to see some of our key markets exceeded 2019 levels in January with New Zealand at 102%, India at 106% and South Korea at 112%. Holiday is once again the number one reason travellers are coming to Australia, and that has largely been the case over the past 12 months or so.

**Phillipa Harrison**

## **TOURISM AUSTRALIA ACTIVITY**



### **Register for Tourism Australia's March Industry Webinar**

This Friday, 22 March, we continue our Industry Webinar series. The webinar will include an update on Tourism Australia's latest activities and statistics, and we will be joined by ATIC's Chairman Evan Hall. Evan will provide an update on their program of work, including the [ATIC Tourism Emissions Reduction Program](#) launched last week by Minister Farrell, and their accessible tourism program, which are both part of the online Quality Tourism Framework. We will also be joined by Catherine Basterfield, CEO, Phillip Island Nature Parks, who will provide an update on what's been happening in her part of the world, and how she and the team are working to keep growing the business. Register [here](#)



## ITB Berlin 2024 & G'day ITB – Australia Agent Workshop

Earlier this month, Tourism Australia attended ITB24 in Berlin. Over 42 stand partner companies with 60 delegates, including Inbound Tourism Operators, State and Territory Tourism Organisation (STO) colleagues, as well as a great range of iconic Australia tourism experiences joined forces with Tourism Australia. The team met with trade buyers, journalists, airline contacts as well as marketing organisations from various European countries and other parts of the world. Over the course of the three days, almost 100,000 trade visitors attended ITB. Supporting the event Tourism Australia kicked off the week with a training workshop for travel sellers. ITB stand partners were invited to showcase their offerings to 45 Premier/Aussie Specialists from all over Germany. The participants had the chance to meet 18 industry partners to learn about their products and six STOs introduced their regions and shared relevant updates. With Australian food and drinks and great conversations, the workshop was a fantastic start into



## Magazine *AD China* publishes 'Sydney by the Sea' content

Last November we hosted representatives from pioneering art and architecture magazine, *AD China* in Sydney / Warrane, supported by the Tourism Australia International Media Hosting Program, the visit coincided with celebrations for the Sydney Opera House's 50th birthday. Over the course of a week, the visiting media explored the city's design and art institutions and culture, in a quest to showcase a deeper layer of the modern Australian lifestyle and the architecture which draws inspiration from our iconic natural landscapes. Following the visit, last week, *AD China* published a 24-page article 'Sydney by the Sea' which encompasses seven features which explore Australia's unique, yet sophisticated culture alongside our exquisite architectural designs. Through high-quality interviews with several operators, the article conveys to readers the ideas, thoughts, and concepts behind some of Sydney's iconic and most recent architectural landmarks.



to a busy week at the world's largest tourism trade fair.



### Working with Tourism Australia

Tourism Australia has released an updated version of its 'Working With Tourism Australia' guide. With the return of international visitors, we continue to adapt and embrace opportunities as they arise to stimulate travel to and through Australia. In doing so, Tourism Australia has updated many of its existing resources and developed some new resources that are available to help your business. Find out more and download the guide [here](#).



### March Hot List released

Tourism Australia has released its latest travel 'Hot List' for March 2024, available to download now on our corporate website. The guide, which includes the latest news and tourism offerings across the country and is updated monthly. The 'Hot List' contains a wrap-up of new places to stay and experiences to enjoy around Australia. Check it out [here](#).

## TOURISM INDUSTRY NEWS



### Vietnam Sales Mission 2024

Australian Tourism Connections will host the Vietnam Sales Mission



### Tourism Emissions Reduction Program Launched

The Hon Don Farrell, Minister for Tourism and Trade and the

to Ho Chi Minh and Hanoi from 2 to 6 September 2024. The mission provides an opportunity for Australian industry to meet with approximately 80 Vietnamese buyers through a series of B2B seminars and networking events. Tourism Australia will attend the event to support engagement with the Vietnam market. Applications are now open with limited space available. Industry interested in attending can [email](#) to Australian Tourism Connection to express their interest.

Australian Tourism Industry Council, have [launched](#) the [Tourism Emissions Reduction](#) program at the inaugural Talking Tourism Business Forum in Darwin last week. The online program provides businesses with an emissions estimate and a tailored reduction plan. Businesses can then demonstrate their commitment to enacting waste and emissions reductions measures to visitors via a unique link and QR code. The Australian Government has provided \$8 Million in funding to support the Australian Tourism Industry Council's suite of online programs including the [Tourism Emissions Reduction](#), [Accessible Tourism](#) and [Sustainable Tourism Accreditation](#) programs. The funding is designed to assist small, medium, and regional tourism businesses enhance their quality, accessibility, and sustainability.



### Qantas Commits \$10 Million to Help Restore the Reef

Qantas has joined forces with the Great Barrier Reef Foundation to accelerate coral reef restoration efforts, pledging \$10 million over 10 years. This partnership introduces innovative technologies



### Vale Joan Masterman AM

Joan Masterman AM, a true pioneer in establishing ecotourism in Tasmania and Australia, passed away earlier this month. Instrumental in founding Tasmania's walking tourism industry at Cradle Mountain and

like Coral IVF and portable coral nurseries to rejuvenate Australia's reef systems. Emphasising its Nature Action Plan, Qantas aims to mitigate its environmental impact while promoting sustainable travel. The Reef Restoration Fund will support projects such as Boats4Corals and the Coral Nurture Program, fostering collaboration between researchers, Traditional Owners, and tourism operators. For further detail on the Great Barrier Reef Foundation and Reef Restoration Fund, is [here](#).

Freycinet, Mrs Masterman established these experiences with the idea of being able to travel, walk and immerse yourself in these stunning national parks in relative comfort. With Ken Latona, Mrs Masterman built the ground-breaking ecotourism experience, Cradle Mountain Huts and Cradle Mountain Walk in the World Heritage-listed Cradle Mountain-Lake St Clair National Park. Soon after, building Friendly Beaches Lodge in the Freycinet National Park, which became the base for the incredible Freycinet Experience Walk – a passion which Joan would operate for the next 30 years. Mrs Masterman was awarded an Order of Australia in 2019 for her contribution to tourism in Tasmania.

## AUSTRALIAN STORIES



### Sailaway Leads the Way World's First All-Electric Tender and Glass Bottom Boat

Sailaway Port Douglas has introduced the groundbreaking 'eTender' EV Discovery, a 22-passenger solar-powered vessel. This whisper-quiet craft enhances



### Capella Sydney celebrates a year of delivering luxury experiences

In 2023, Sydney / Warrane's original Department of Education, was reborn as the luxurious [Capella Sydney](#). Just steps away from Sydney's iconic harbourside



marine experiences, allowing for peaceful observation of turtles and marine life. Partnering with Torquedo, Sailaway's fully electric tender utilises cutting-edge technology, offering a sustainable alternative for reef exploration. Designed for seamless operation, it serves as both a transfer tender and glass-bottom boat, showcasing the Great Barrier Reef's beauty sustainably. Certified by AMSA for marine safety, Sailaway's innovation sets a new standard for eco-conscious tourism, inspiring global awareness and appreciation for one of Australia most iconic natural sites. Find more information [here](#).



### Take a putt at Perth's / Boorloo's newest mini-golf course

Perth / Boorloo's newest mini-golf course, [Matagarup Mini-Golf](#) is now open on the banks of Swan River, inviting players of all skill levels to take a putt. Inspired by West Australian landscapes, the course boasts locally made sculptures, a large living stream and mature native trees, making players feel like they've escaped the city. The course has also been

landmarks, the hotel's blend of heritage and contemporary design, world-class accommodation and dining has seen the precinct lauded with accolades. On site, Capella's Sydney team of passionate Culturists curate extraordinary experiences for each guest inspired by the hotel's captivating surroundings, combining knowledge and respect for Sydney's history. In celebration of its first birthday, Capella Sydney is offering an exclusive package which includes a AUD365 hotel credit and full daily breakfast at Brasserie 1930 for two guests.



### D.O.C Gastronomia opens seventh location in St Kilda, Melbourne / Narrm

Lygon Street icon, [D.O.C Gastronomia](#) has headed south-side to St Kilda, opening the doors to its seventh location. In partnership with GURNER Group, the new location for the iconic Melbourne / Narrm brand is situated in the Saint Moritz residences opposite the St Kilda seaside. Heading up the kitchen is Luca Quadri as D.O.C St Kilda

designed to ensure it is accessible to all with nine of the 18 holes wheelchair and pram friendly. Promising excitement at each hole, it's a great activity for a family day, date or a competitive outing with friends. Guaranteed fun!

Head Chef and Tom Jones-Davies as D.O.C Group Executive Chef. Diners can expect the authentic and approachable old-school Italian hospitality they know and love about the household name along with new menu items. The all-inclusive menu will transport diners to modern-day Italy, boasting a line up full of contemporary renditions created with the very best of uniquely imported produce.

## NEWS IN BRIEF

- [New tourism experiences to be developed for Garaan-ngaddim Horizontal Falls](#)
- [Google SMB Summit - Sydney, 17 May 2024](#)
- [New laws to safeguard First Nations artists and businesses](#)
- [Join Vivid Sydney's Local Business program](#)
- [The Australian Government's Small Business Cyber Security Guide](#)
- [Electric Vehicle \(EV\) Destination Charging Grant funded by the NSW Government](#)
- [Have your say on the THRIVE 2030 Action Plan for Phase 2: Consolidation Phase \(2025-2027\)](#)
- [Applications open for ATEC ELITE program](#)
- [Destination NSW's agritourism resources available online](#)
- [Destination NSW Experience Development workshops](#)
- [NSW Regional Event Fund applications open](#)
- [Tourism Council WA webinars and workshops for tourism businesses](#)
- [WA youth workforce campaign to promote tourism jobs](#)

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