



23 December 2020

## TOURISM AUSTRALIA UPDATE

This week, we have seen restrictions put back in place for Greater Sydney, and interstate borders close once again. This is disheartening, not only for the residents and business owners in Sydney, but to all the tourism businesses around Australia who were relying on travellers from Sydney to visit over the break. It is particularly hard news for families who were looking forward to time together at the end of such a difficult year. However, I am confident we will overcome this current challenge as we have with the previous challenges of 2020.

This is the last edition of *Essentials* for 2020 and with that I'd like to leave you with this short [video message](#). Essentials will return on 20 January 2021. In the meantime, take care and I hope you have safe and restful holiday season.

**Phillipa Harrison**



## NEW TOURISM MINISTER ANNOUNCED

Last week, the Hon. Dan Tehan MP was appointed as the [new Minister](#)

for Trade, Tourism and Investment. Minister Tehan hails from Victoria and was most recently the Minister for Education. Minister Tehan was sworn in via a virtual ceremony yesterday. Read more about the new Ministry [here](#).

## TOURISM AUSTRALIA ACTIVITY



### Tourism Australia sends a message in the sand

Tourism Australia has collaborated with the sand artist known only as ‘Edward’ to send a heartfelt global message, as family and friends around the world face continued separation over the holiday season. The seventy by forty metre artwork was drawn in the sand on Raafs Beach near Geelong, Victoria, with the ‘We will meet again’ message referencing words spoken by The Queen of England in her national address to the United Kingdom as the country entered its first Covid-19 lockdown earlier this year. The artwork also includes Tourism Australia’s [‘With Love from Aus’](#) message that has featured in marketing and social media content throughout the year.



### Germany: read now – travel later

Tourism Australia in partnership with the Geo brand Geo Special, has produced an Australia-themed travel supplement designed to inspire German travellers to put Australia on their bucket list and to dream now and travel later. The 24 pages of content includes a photo essay reflecting the diversity of Australia, its iconic landscapes, wildlife and way of life as well as editorial showcasing the most beautiful self-drive itineraries across Australia. The supplement will be inserted into the 148-page ‘Geo Special Australien’ which contains several articles. Tourism Australia and partnering states supported the initiative with media visits prior to travel restrictions being put in place. The magazine is available in news agencies across Germany.

### Tourism Australia and ATEC National ‘Japan Host’ program

The ‘Japan Host’ industry development workshop developed by Tourism Australia and the Australian Tourism Export Council (ATEC) will continue into 2021. The program is designed to support tourism businesses looking to engage Japanese travellers in the future. Tourism businesses who complete the 'Japan Host' program will be confident they can understand the cultural needs of the Japanese visitor along with COVID Safe requirements. The online program has commenced and runs through to April 2021



visiting (virtually) each state. Find out more [here](#).

## TOURISM INDUSTRY NEWS



### Australia voted a 'Top Destination' in the United States

Australia has once again won 'Top Destination in Asia Pacific' at the annual Travel Weekly Readers' Choice Awards. The honour was awarded after an open ballot nomination and two rounds of voting by Travel Weekly readers, who include industry executives and travel advisors from all over the United States. This recognition reflects Australia's continued hard work and achievement of high levels of consumer satisfaction throughout 2020, despite the pause in travel. Winners in other categories included hotels, tour operators and airlines, all representing the best of the best in travel.



### The Tweed to host ASTW 2021 Convention

The Tweed region in northern NSW has been announced as the host destination for the Australian Society of Travel Writers' (ASTW) 2021 Convention. The ASTW Convention is a highlight on the travel media calendar with up to 200 writers, editors, photographers and influencers, along with product and destination publicists, coming together in a host location to meet, network, share and celebrate. The ASTW 2021 Convention will be held in The Tweed from 14-16 October 2021 with more event details and registration information to be provided in 2021.

## AUSTRALIAN STORIES



### Taste your way through the city with new Darwin Gourmet Tours

Offering a range of brunch, dinner and drink tours, the new collection of Darwin Gourmet Tours constantly evolves to ensure visitors and locals alike indulge in some of the most diverse dining in Australia. Offering the freshest local ingredients in the Northern



### Watch: Close Encounters of the Animal Kind on free-to-air TV this Sunday

In the lead up to the one-year anniversary of the bushfires that severely affected NSW's South Coast, Mogo Wildlife Park and Zookeeper Chad Staples will star in a television special on Network Ten and WIN Network this Sunday 27 December. 'Close Encounters

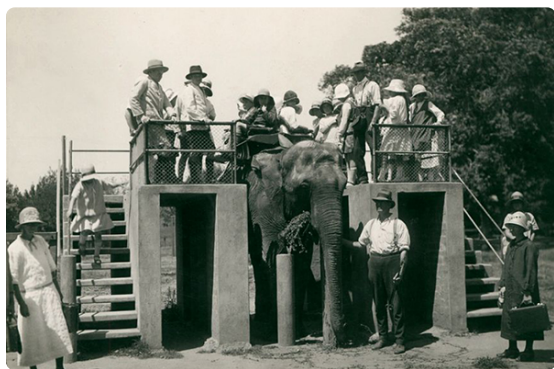
Territory the guided culinary tours give participants the chance to discover the best of Darwin’s food scene. Diners walk between venues, and during this time guides inform guests about the cultural and historic landmarks, as well as Darwin’s rich multicultural heritage and influence on its food scene. Upon reaching each venue, chefs present their cuisine and inform guests about their culinary influences. Bookings are available [online](#) now, with tours kicking off from 9 January 2021.



### CABN to launch its first premium nature escapes in McLaren Vale, South Australia

Nature and wellness focused tourism company, CABN, is set to roll out its first premium accommodation cabins in April 2021. Catering to the high-end traveller, the two new cabins, located minutes from McLaren Vale with coastal views through to Port Willunga, will set new standards in the regenerative travel market and will offer visitors an exceptional wellbeing experience in a private nature setting. The new premium cabins provide the perfect escape for those travellers looking to explore the physical and mental health benefits nature brings. CABN’s off-the-grid designer cabins are managed with environmentally friendly and sustainable operational practices, and a ‘leave no trace’ philosophy. Bookings are available [online](#) now.

of the Animal Kind’ will provide a behind-the-scenes look at the incredible animals at the park and their enduring bond with Chad, who became an overnight hero last December when he led his team to overcome the worst bushfire attack on the park in living memory. The show aims to showcase the wildlife wonders of Mogo Wildlife Park and the opportunities to rewild and connect with animals - a must-do experience on the South Coast. ‘Close Encounters of the Animal Kind’ will air nationally on Network Ten and WIN Network at 15:00 AEDT this Sunday 27 December 2020.



### First of its kind After Dark tours of Adelaide Zoo

The noises, stories and mysteries of Adelaide Zoo will be brought to life in the first tour of its kind; Adelaide Zoo: After Dark. Adelaide Zoo has teamed up with [Haunted Horizons](#) to launch a dark history tour that navigates the intriguing 140-year history of the zoo. Learn about the former residents - both human and animal, assist a paranormal investigator in uncovering the mysterious and unnerving side of the zoo and hear the haunting stories as told by zookeepers past and present. Explore behind-the-scenes areas previously inaccessible to the public and see Adelaide Zoo like never before. Bookings can be made [online](#) now.

## NEWS IN BRIEF

- [Boost for Great Barrier Reef tourism operators](#)
- [Charting the COVID-19 spread in Australia](#)

- [Guidelines released for round 5 of the Building Better Regions Fund](#)
- [New Minister for Trade, Tourism and Investment](#)
- [Northern Territory welcomes international students](#)
- [Overseas arrivals year ending October 2020](#)
- [Regional aviation fund grants announced](#)
- [State restrictions on travel from NSW](#)
- [Sydney COVID outbreak](#)
- [Sydney to Hobart cancelled](#)
- [US approves Moderna vaccine](#)



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