



24 April 2024

TOURISM AUSTRALIA ACTIVITY



Japanese magazine CREA Traveller features Australian special

One of the most sophisticated and popular travel magazines in Japan, CREA Traveller, published a 100-page Australian special feature last week. CREA explores Cairns, Gold Coast, Brisbane, Sydney, Melbourne, and Tasmania



Applications open to attend Australia Marketplace Japan and Korea 2024

Seller applications are open to attend [Australia Marketplace Japan 2024](#) and [Australia Marketplace Korea 2024](#). Australia Marketplace Japan 2024 will take place in Nagano, Japan from 26 to 27 August and Australia Marketplace

showcasing the modern Australian lifestyle, World Heritage sites, gourmet food, unique nature, wildlife, art, and Indigenous experiences to inspire Japanese magazine readers to travel to Australia. In addition to the print magazine, digital stories on [CREA WEB](#) are planned for April and May.

Korea 2024 will take place in Seoul, Korea from 29 to 30 August. Each event will include two days of pre-scheduled appointments between buyers and sellers as well as networking opportunities. The events will provide an opportunity for the Australian tourism industry to establish business relationships with key qualified travel agencies, wholesalers and tour operators from Japan and Korea. Separate applications must be completed for each event with applications closing on Friday 31 May 2024.



Bringing Australia's Best to Singapore with PriceBreaker's First Event

Tourism Australia collaborated with KDP PriceBreaker to debut its very first travel event in Singapore - PriceBreaker Australia Travel Fest. Last week, consumers in Singapore flocked to Great World Atrium to immerse in a slice of Australia's amazing landscapes, unique wildlife, and welcoming hospitality. The event featured an engaging line-up of art workshops, oil-blending sessions, and encounters with some of Australia's beloved icons, including characters from popular animated



Queensland on popular Japanese TV show

Tourism Australia partnered with Tourism and Events Queensland, and Qantas Airways to host a popular broadcast media entitled '[Shuichi](#)' on Japan's NTV as part of its International Media Hosting Program. Shuichi is an entertainment program, broadcast throughout Japan on Sunday mornings. Two famous Japanese personalities, Yuichi Nakamaru and Shusuke Kazama, travelled to the Gold Coast and Hamilton Island for a range of travel offerings including natural attractions, wildlife, and gourmet

television series, Bluey. Visitors could also participate in eight interactive stations to collect “passport stamps” for a chance to win return tickets for two to Australia. PriceBreaker’s certified Aussie Specialists were also on site to help visitors customise and book their next dream holiday Down Under.



Tourism Australia hosts Italian Industry Briefing

Last week, Tourism Australia held its annual Industry Meeting in Turin, Italy. More than 40 Italian key distribution partners and key airline contacts as well as the States and Territories attended the event. Eva Seller, Regional General Manager Continental Europe and the Italian team provided an update about the market status, achievements as well as the strategy for the upcoming financial year. The prestigious Lavazza Museum provided the perfect setting for the event, seamlessly connecting Melbourne's coffee culture with Italian Australian Open winner Jannik Sinner, who also serves as a Lavazza Ambassador.

experiences. The program, broadcast in Japan on NTV last week, has reached a Japanese audience of more than 11 million across all ages nationwide, showcasing why there's nothing like Australia.



Business Events Australia attends inaugural Meetings Show Asia Pacific

Last week in Singapore, Business Events Australia joined nine Convention Bureaux and two Convention Centre representatives at the inaugural Meetings Show Asia Pacific. The show, which facilitated connections with new and existing decision makers for ‘Team Australia’ across incentive, corporate meetings and association buyers from the APAC region and around the world, has already generated leads. Prior to the show, the team hosted a lunch at Artyzen Singapore Hotel with key agents and media from Singapore, and shared a destination update while guests dined on a spectacular menu

delivered by celebrated Melbourne Chef Victor Liong.

TOURISM INDUSTRY NEWS



Tourism businesses in Australia 2018 to 2023 report

Tourism Research Australia recently released the 'Tourism businesses in Australia 2018 to 2023' report'. The report estimates the number of businesses in Australia's tourism industry. The report reveals one in 7 Australian businesses (14 per cent) are directly connected to tourism. Additionally, approximately 95 per cent of tourism businesses in Australia are small businesses. Find out more and download the report [here](#).



TTF 2024 Green Revolution Summit

TTF's 2024 Green Revolution Summit on 16 May 2024 at ICC Sydney will bring together leading tourism, aviation and transport operators, across the public and private sectors to discuss responsible sustainability practices, from minimising environmental impact and conserving natural resources to supporting local communities and cultures. The Summit will provide an opportunity to engage and connect with industry leaders, to generate new business opportunities and hear from green champions. Whether you're a seasoned professional or just starting your company's journey towards a more sustainable future, this event provides attendees with the platform to build valuable connections and collaborations. [Register](#) by 2 May to take advantage of early bird savings.



Free Sustainability Webinars for Tourism Operators start next week

Starting next week, the Australian Government is hosting a series of free webinars designed for tourism businesses to learn how to get started or progress their sustainability journey. Tailored to SMEs, this four-part series over April and May will offer practical guidance and inspiration across the different aspects of sustainable tourism. The series covers managing your business in a sustainable way, taking environmental and climate action; respecting culture; and creating positive social impact, including promoting your sustainability story. [Sign up for the webinars here](#) and learn how embracing sustainability can help your business reach new customers, build staff satisfaction, improve profitability, and increase your resilience.



Bellingen Shire achieves ECO Destination Certification

[The Bellingen Shire](#) has been recognised for its commitment to sustainability by recently attaining Ecotourism Australia's prestigious ECO Destination Certification. The region joins a cohort of eight Australian destinations dedicated to sustainable tourism and is the fourth in New South Wales to achieve this significant milestone. The Shire is renowned for its stunning coastal scapes, dramatic waterfalls and World Heritage-listed rainforest scenery with State Forests and National Park covering more than half of the local government area, making it a haven for ecotourism and nature-based tourism activities. Following the 2019/20 Summer Bushfires, the destination joined the certification program with support from the World Wildlife Fund-Australia's (WWF) Australian Wildlife and Nature Recovery Fund. With its adherence to sustainability principles, this latest ECO Destination continues to help the region build back better through ecotourism. Read more about the Bellingen Shire's commitment to sustainability, [here](#).

AUSTRALIAN STORIES



Your eyes can help protect the Great Barrier Reef

The [Great Reef Census](#) is a groundbreaking citizen science effort to survey the Great Barrier Reef, through encouraging anyone across the globe to be part of this important conservation initiative. By collecting tens and thousands of images from hundreds of reefs across the Great Barrier Reef each year, as many people as possible are required to identify the type of coral, and how much of it they can see on these images. To encourage people to take part, Citizens of the Reef is giving away a trip for two to the Reef with flights and accommodation included. Every 20 images analysed is one ticket for the draw. Competition ends 30 June 2024.



Quay's return of the Snow Egg

Executive Chef Peter Gilmore is bringing back his career-defining dessert, the Snow Egg to [Quay Restaurant](#), Sydney / Warrane for a limited time only. After retiring the famous dessert in 2018, Gilmore will serve it up at Quay's Green Room for a selected 10 nights from 25 May to 15 June 2024.

Consisting of a cloud-like sphere of poached meringue and custard-apple ice cream, sitting on a nest of fruity pink fool and granita, it's an impossibly beautiful dessert, one which took Gilmore more than two months from ideation stage to conception. Guests can now [book one](#) of Quay's four dining packages where diners can taste the Snow Egg, which will be served in a Riedel wine glass alongside a glass of Charles Heidsieck Champagne or a non-alcoholic pairing.



Sleep amongst the vines at Ghost Rock Wines

Iconic family winery [Ghost Rock Wines](#) has expanded its offering to include an immersive stay experience amongst the vines. The Vineyard House offers the ultimate relaxation and indulgence, in the heart of the vineyard on Tasmania's picturesque north-west coast. Featuring a king bedroom with bath ensuite, two queen bedrooms with a central bathroom, a fully equipped kitchen and open plan living. The house has a deck and firepit, with sweeping views overlooking the vineyard and Bass Strait. Just steps away from Ghost Rock's Cellar Door and Eatery, guests literally have wine and local food at their doorstep – what more could you want!



Cheers to Chandon!

[Ultimate Winery Experiences Australia](#) (UWEA) has welcomed sparkling wine specialist [Chandon](#) as its new winery member. Established in 1868, Chandon is just an hour from Melbourne's / Narm's vibrant city centre, nestled in the tranquil heart of the Yarra Valley. As a sparkling Maison under the distinguished banner of Moët Hennessy Louis Vuitton (LVMH), founded by the visionary Robert-Jean de Vogüé in 1959, Chandon embraces a legacy of redefining sparkling wine production. Guests visiting Chandon can experience one of the most extensive ranges of méthode traditionnelle wines in the country and learn the secrets behind the craft of sparkling winemaking with the [Sparkling Brunch and Behind the Bubbles experience](#).

NEWS IN BRIEF

- [2024 Tasmanian Tourism Conference](#)
- [Accessible events guide now available](#)
- [Air New Zealand resumes flights to Hobart](#)
- [Beijing Capital Airlines to fly between Melbourne and Hangzhou](#)
- [Dual names for Art Gallery of NSW](#)

- [Great Ocean Road Regional Tourism Forum on Understanding Access and Inclusion](#)
- [Register for 2024 Perth Airport WA Tourism Conference](#)
- [Share your feedback on the NSW Visitor Economy Strategy](#)
- [Sydney Santiago route resumes](#)
- [TTF 2024 Outlook Tourism Conference](#)
- [Vivid Sydney food program announced](#)



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