



26 May 2021

TOURISM AUSTRALIA UPDATE

A lot continues to happen in the international space, and our thoughts go out to all our friends and colleagues in India right now as they face another wave of COVID-19.

The launch of our 2021-2023 RAP is well timed ahead of [National Reconciliation Week 2021](#) which commences this Thursday, 27 May and runs through to Thursday, 3 June 2021.

Next week, we will be hosting our monthly webinar on Friday, 4 June at 11am AEST. The webinar will include an update on the 2021 Australian Tourism Exchange which kicks off the following week and will have a focus on Indigenous affairs and tourism in honour of National Reconciliation Week.

We will also provide an update of some of our latest research and insights to give you a sense of how things are tracking in our key markets, and with emerging trends. [Register to attend the webinar.](#)



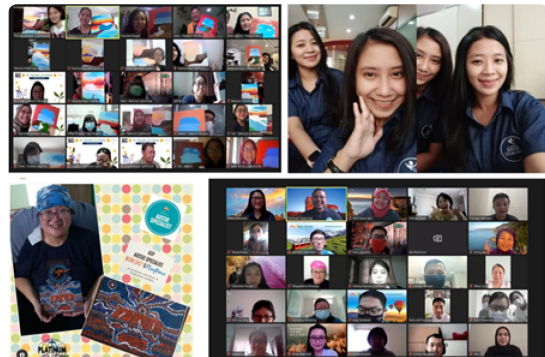
TOURISM AUSTRALIA LAUNCHES FOURTH RECONCILIATION ACTION PLAN

Last week Tourism Australia launched its fourth Reconciliation Action Plan (RAP) on Larrakia country in Darwin. The RAP outlines Tourism Australia's vision for Reconciliation, and as part of our RAP and ongoing work in the Indigenous portfolio, our aim is to significantly increase our Aboriginal and Torres Strait Islander tourism trade and consumer activity. This work includes the [Discover Aboriginal Experiences](#) program. Download the RAP [here](#).

TOURISM AUSTRALIA ACTIVITY



Register for Tourism Australia's webinar



Spotlight on the Regions – Indonesia

Tourism Australia will be holding its monthly webinar on Friday, 4 June at 11am AEST. The webinar will include an update on ATE, including details on what is new and different at the event this year. There will also be an update of some of Tourism Australia's latest research and insights to give a sense of how things are tracking in key markets, and emerging trends. Finally, there will be a focus on Indigenous affairs in recognition of National Reconciliation Week. Register to attend [here](#).

This week, 'Spotlight on the Regions' features an interview with Agitya Nuraini, Tourism Australia's Country Manager, Indonesia, who shares insights and observations from the Indonesian market, as well as updates on key stakeholders and activities to keep Australia front of mind in-market. Read the update [here](#).



Dream-fly to Australia in South Korea

To keep travel-hungry Korean consumers dreaming of travelling to Australia, Tourism Australia's Korea team produced a consumer campaign of [Dream-fly to Australia](#) in partnership of Asiana Airlines. Asiana Airlines offered three flights dedicated to Australia and decorated the airport check-in and inflight area with an Australian theme for the Korean passengers. This project was featured on various media outlets as well as on the Australian Embassy of Korea's Instagram. The campaign utilised the airlines' online media channels



New food and drink promotion with ELLE gourmet in Japan

Tourism Australia has kicked off a [new food and drink promotion](#) in Japan, with ELLE gourmet digital media. ELLE gourmet is one of the most influential publications for food and drink in Japan, targeting foodies and women in their 30s and 40s who are also key decision makers for travel. Food and drink are the top destination choice drivers for Japanese high value international travellers. The campaign platform is live on ELLE gourmet online and will be followed by a video series focused on café culture and pavlova cooking by Bill

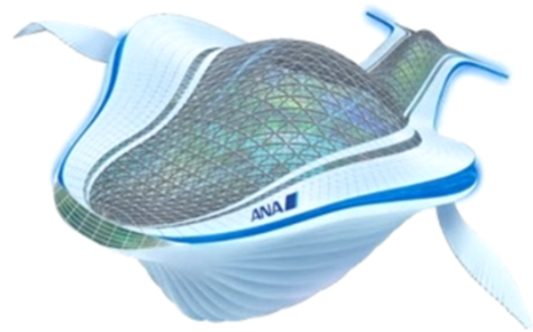
including [Asiana Airlines' website and social media](#) to feature Australian travel content to engage with millions of Asiana's customers.



Virtuoso Australia New Zealand Forum

Tourism Australia sponsored the Virtuoso Australia New Zealand which held in Sydney from 24 to 25 May, hosting over 90 Virtuoso owners and managers. A number of key Virtuoso partners across the country attended a series of workshop sessions alongside networking opportunities which were supported by the [Signature Experiences of Australia](#) team. Tourism Australia's Managing Director Phillipa Harrison spoke at the opening of the event and highlighted the importance of travel agents for tourism recovery and provided an update on recent activities in Australia and New Zealand markets.

Granger, Australian local food in Cairns and winery experiences in Swan Valley. These will be released on ELLE gourmet's IGTV and YouTube channels in June. The project is supported by Bill Granger, suppliers in Cairns and Swan Valley, Tourism and Events Queensland, Tourism Tropical North QLD and Tourism Western Australia.



New digital travel platform 'Sky Whale' in Japan

Tourism Australia along with Tourism Western Australia has collaborated with All Nippon Airways subsidiary, ANA NEO, and Hajime Tabata of Final Fantasy video game fame, to develop a new digital travel platform called ['Sky Whale'](#). Launching in 2022, Sky Whale consists of three modules. Sky Park will employ advanced 3D graphics technology so users can explore a wide digital world, and book a real travel plan. Sky Mall is a virtual shopping space inspired by airport shopping and entertainment. Sky Village will provide access to medical care, education, and other services in a virtual environment.

TOURISM INDUSTRY NEWS



Registrations open - Wellness Tourism Unearthed

[Wellness Tourism Unearthed](#) a new industry event will be held from 2 to 3 August 2021 in the [Adelaide Hills](#), South Australia. The event is designed to engage and upskill the wellness and tourism industry. Targeted at tourism operators and/or wellness operators who are looking to branch into the wellness tourism segment and understand how to position and target this growth sector. The event is supported by bushfire recovery grants from the Government of South Australia and the Australian Government. Register [here](#).



New Queensland campaign to attract workers

The Queensland Government has [launched](#) a \$7.5 million campaign to lure workers from across Australia to take a tourism job in regional Queensland. The Queensland Government will deliver a \$1,500 incentive and free travel for workers taking up a tourism job in regional Queensland, from Mackay north as well as west of Toowoomba and the outback.



Hire and drive reimbursement



New domestic aviation data

program

The Tasmanian Government is providing up to \$1 million in grants to support hire and drive operators impacted by COVID-19 to re-establish their vehicle fleets. The program is open until 24 December 2021, or until available funds have been exhausted. Further information is available on the [Business Tasmania website](#).

The Bureau of Infrastructure, Transport and Regional Economics has released new data showing business air routes are still a long way behind pre-COVID levels compared to leisure routes. Read the full report [here](#).

AUSTRALIAN STORIES



The Garma Festival announces 2021 theme

The Garma Festival of Traditional Culture is Australia's premier indigenous event - a celebration of the cultural, artistic, and ceremonial traditions of the Yolngu people. Taking place from Friday 30 July – Monday 2 August 2021, the festival is held at Gulkula which is about a 30min drive from Nhulunbuy in northeast Arnhem Land. Gulkula is the traditional ceremonial grounds of the Yolngu. The Yothu Yindi Foundation Board has advised that the theme for this year's Garma Festival will be 'Nhangangathilyurra' - a Yolngu



National Indigenous Art Fair returns to Sydney in celebration of NAIDOC Week

The National Indigenous Art Fair (NIAF), taking place in The Rocks, Sydney, at the Overseas Passenger Terminal, is an ethical marketplace offering a unique opportunity to buy artworks directly from Aboriginal and Torres Strait Islander artists from remote community-owned art centres from the Northern Territory, South Australia and Western Australia. In the spirit of the 2021 National NAIDOC theme *Heal Country, Heal our Nation*, the event will also feature a vibrant program of live

phrase that means 'Look toward the future / look ahead'. For more information about the 2021 festival, visit the [website](#).

music and Aboriginal dance performances, an Indigenous sculpture walk, weaving circles and more than 25 Blak Markets stallholders from around New South Wales selling art, jewellery, gifts, homewares, and Indigenous bush food and plants. For more information about the event, visit the [website](#).



Support Indigenous artists at the Darwin Aboriginal Art Fair: 6-8 August 2021

Held in Darwin on Larrakia Country, the Darwin Aboriginal Art Fair (DAAF) 2021 will run over three days on the 6-8 August, bringing together new and seasoned audiences, artists and art lovers with a shared passion for Aboriginal and Torres Strait Islander art, design and culture. An extensive range of styles and media are available to purchase each year, including paintings on canvas, bark paintings, works on paper (including limited edition prints), sculptures, didgeridoos, fibre and textile art, fashion, and cultural regalia direct from the Art Centres. Over the years, a strong textile and fashion element has also emerged, with many First



Save the date: Cairns Indigenous Art Fair: 17-22 August 2021

The Cairns Indigenous Art Fair (CIAF), celebrating the vibrant Aboriginal & Torres Strait Islander cultures of Queensland, will take place in the tropical city of Cairns from 17-22 August 2021. CIAF is focused on offering an ethical art marketplace, attracting national and international collectors and curators, commissioning new work and providing pathways for emerging visual and performance artists. Many satellite events and exhibitions take place across Cairns in the weeks leading up to the Art Fair including the CIAF Symposium on Tuesday 17 August and the official opening on Thursday 19 August. The 2021 program will launch next week and

Nations designers and artists presenting unique collections and exciting collaborations. Find more information about this year's event, visit the [website](#).

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NEWS IN BRIEF

- [Ashes 2021/22 locked in for Australia's men and women](#)
- [Australia launched Rugby World Cup bid](#)
- [Fourth Round of Great State Vouchers announced in SA](#)
- [Illuminate Adelaide lights up South Australia's Mount Gambier](#)
- [New domestic aviation data](#)
- [New restrictions in place in Victoria](#)
- [Qantas announces further job cuts](#)

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