



28 April 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.

As we stay focussed on domestic tourism for now, next week we will be launching the next iteration of our [Holiday Here This Year](#) campaign - Epic Holidays. Further information on this can be found below.

Ahead of this year's Australian Tourism Exchange (ATE21), we have also just completed a series of market briefings for the Australian industry. Watch recordings of all the briefings [here](#). We also hosted our latest industry webinar last Friday with a focus on Singapore, you can watch the recording [here](#).

Phillipa Harrison



SPOTLIGHT ON THE REGIONS - HONG KONG

This week, 'Spotlight on the Regions' features an interview with Carmen Tam, Tourism Australia's Manager for Hong Kong, who shares insights and observations from the Hong Kong market, as well as updates on key stakeholders and activities to keep Australia front of mind in-market.

Read the update [here](#).

TOURISM AUSTRALIA ACTIVITY



Western Australia industry briefings

Tourism Australia is hosting an industry briefing in Perth from 4pm



200 inspirational travel tips for Germans

Tourism Australia recently partnered with German travel

to 6pm on Thursday 6 May 2021 at The Ritz Carlton, Elizabeth Quay Ballroom. Speakers from Tourism Australia will be joined by speakers from Tourism Western Australia. The event is free of charge and will be followed by networking drinks from 6pm to 7pm. Register [here](#). Tourism Australia will also be speaking at the [2021 WA Regional Tourism Conference](#) in Geraldton on 4 May and at Australia's North West Tourism Event in Broome on 7 May. Register [here](#) for the Geraldton event and email info@australiasnorthwest.com by 30 April to attend the Broome event.

magazine [Merian Scout](#) to showcase over 200 inspirational travel tips. The 124-page [Merian Scout](#) travel edition covers many Australian destinations and features personal and favourite recommendations from [Friend of Australia](#), Eugene Tan, as well as local heroes such as local Perth artist, Anya Brock, Alpha Box & Dice winemaker, Sam Berketa, Melbourne street artist, Shaun Hossack, and Byron Bay based restaurateur, Palisa Anderson. To complement the print edition, two podcasts will be released. The first on 21 May covers the classic travel route from Sydney to the Rock and Reef and the second edition on 4 June will highlight the self-drive route from Perth to Exmouth. Tourism Western Australia is also a partner of the podcast and print edition.



Epic Holidays Industry Briefing video

Next week Tourism Australia will be launching the next iteration of its *Holiday Here This Year* campaign – ‘Epic Holidays’. The



‘Open for Business’ bushfire recovery video: Upper Murray

The next [‘Open for Business’](#) video in the series has been released. This video features the bushfire affected towns of the Upper

campaign encourages Australians to take longer trips that international travellers are more likely to take and focuses on internationally reliant destinations. To find out more about the campaign and further detail on how to get involved, watch this industry video online [here](#).

Murray, in north east 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.



New Hot List for April

Tourism Australia has released its latest travel 'Hot List' for April 2021, available now on its corporate site. The guide to the latest news and tourism offerings across the country 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](#).



Kiwi Working Holiday Makers invited to Australia

Tourism Australia is continuing to focus on attracting young people living in New Zealand to come to Australia on a working holiday, with the 'Big Overseas Experience' campaign which was launched last November. [Working holiday makers](#) tend to stay longer, travel further and spend more than other cohorts and they also contribute significantly to the tourism workforce. Tourism Australia has recently refreshed the creative to ensure young people living in New Zealand remain engaged and inspired to work and travel in Australia. The campaign will

continue running until June, targeting young New Zealanders as well as young international travellers living in New Zealand who are eligible to come to Australia on a working holiday visa. See the campaign [here](#).

TOURISM INDUSTRY NEWS



Australian Tourism Export Council launches Korea Host program

The Australian Tourism Export Council (ATEC) together with Tourism Australia have announced the new Korea Host program. Designed to provide information about Korean culture and how to make guests feel safe and welcome. The 'KOREA Host' industry development program is a commercially valuable brand, endorsed by government and industry leaders of the South Korean travel trade. The 'KOREA Host' learning journey is an interactive online learning program, full of case studies and insights delivered in three 90-minute



Mental health focus groups for small business tourism industry

Ahead for Business are inviting small business owners working in the tourism industry to join focus groups to discuss the mental health challenges for the industry. Involvement will help shape the development of community mental health resources, tools and training on [Ahead for Business](#). The focus groups will take place on May 25, from 12 to 1pm (AEST), and May 27, 8 to 9am (AEST) on Zoom, and can be joined by small business owners, or anyone that works with or supports small businesses in the tourism industry. To participate in these focus groups, register [here](#).

modules by global tourism marketing experts. Virtual events are taking place in May 2021, [click here](#) for more information and to secure your spot. For further information contact development@atec.net.au.



Australian Tourism Export Council industry roadshow

The Australian Tourism Export Council (ATEC) is hosting a series of free in-person events, with 'Restart Ready Roundtables' kicking off over the coming weeks in all states and territories for its members. The feedback received will contribute to a framework which will identify and recognise the needs of the grass roots of the industry. Find out more and register [here](#).



NSW Visitor Economy Support package

The New South Wales (NSW) Government has announced a \$5.5 million support package for business events and a further \$1 million Tourism Industry Marketing Support package. Find out more about the business events support [here](#) for the Greater Sydney, Newcastle and Wollongong regions and [here](#) for support for regional NSW. Apply for tourism industry marketing support [here](#).

AUSTRALIAN STORIES



Airlie Beach Festival of Music to return this November

The annual Airlie Beach Festival of Music is set to return to the idyllic Tropical North Queensland town this November. Now in its eighth year, the waterfront festival will run from 5 to 7 November and will be held on the grounds of the Whitsunday Sailing Club and across the township of Airlie Beach. Kicking off with a jam session on the main beach on the esplanade and a traditional welcome to country, the small coastal town comes alive to the sounds of music, with festival acts playing across 18 venues throughout the weekend. From big name acts and new talent – the 2021 lineup will be announced soon. To view the entire program and to book tickets visit the [website](#).



Canberra's first Nikkei restaurant, Inka

Serving up a delicious combination of Peruvian and Japanese flavours, Canberra has welcomed its first Nikkei restaurant, Inka. Nikkei cuisine is a transformative food experience, blending together two cultures into one unique culinary journey. The Bunda Street venue is home to a function mezzanine, sushi bar, restaurant and bar with Peruvian and Japanese design elements weaved throughout the space. Having opened last month under the imaginative stewardship of Executive Chef Michael Muir (Rockpool; Zuma), Inka's food is bringing something new and exciting to Canberra. To find out more about this new venture or to make a booking, visit Inka's [website](#).



Dreamtime Southern X launches Dinner with Aunty Margret

Dreamtime Southern X, a [Discover Aboriginal Experiences](#) member, have added a new dining experience to their suite of Indigenous experiences. Sit down for Dinner with Aunty Margret, a celebrated member of the Aboriginal community, as she shares her stories and experiences about Dreamtime and the Australian landscape. Held every Tuesday night from 27 April to 18 May at House of Pocket's Stitch Bar in Sydney, Aunty Margret covers topics such as cultural heritage policy, treaty, health and wellness, as well as education outcomes for Indigenous Australians. The conversations will be accompanied by an Indigenous-inspired menu, including bush tomato soup and buttermilk barramundi fritters. For more information and to book your Dinner with Aunty Margret click [here](#).

Yamba to welcome first boutique hotel: The Surf Yamba

Yamba in Northern NSW will welcome the town's first boutique hotel, The Surf Yamba, set to open late May. Situated on Yamba's beautiful southern headland, the Surf Hotel is designed in a streamlined modern style which references the classic ocean liners of the 1930's. With 12 generous rooms, a stunning rooftop pool, gym and function centre with uninterrupted 360-degree views, guests are invited to 'check-in and chill out'. Located an easy one-hour flight from Sydney, The Surf Yamba is the perfect coastal destination for those seeking an escape from the hustle and bustle of the city. To find out more about The Surf Yamba or to book, visit the [website](#).

NEWS IN BRIEF

- [Australia sending support to India](#)
- [Destination Tracker](#)
- [More than 75 per cent of half price flights sold](#)
- [National Cabinet update 22 April](#)
- [Netball World Cup returns to Sydney in 2027](#)

- [Northern Territory Critical Worker Support Package](#)
- [TripTech Summer report](#)
- [WA lockdown to end](#)



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