

Essentials



28 August 2024

TOURISM AUSTRALIA UPDATE

For many parts of Australia, this week marks the final days of winter as we move into spring, and closer to our peak tourism period.

Earlier this week [Australia Marketplace Japan](#) opened in Nagano. The event brought 72 representatives from 62 Australian tourism companies to connect with 61 valued Japanese travel agencies, wholesalers, OTAs and tour operators. The event provided a great opportunity for Australian product to showcase our offerings to key Japanese suppliers. Read more below. The event will be followed by [Australia Marketplace Korea](#) which opens tomorrow.

The Tourism Australia Board travelled to Darwin last week for the August Board Meeting, and participated in a roundtable dinner with industry leaders, to better understand firsthand the issues, challenges and opportunities for the NT. We also used the visit to kick off our Industry Briefings series for 2024, and we look forward to meeting with you

around the country soon. Our next Industry Briefings are being held on the Gold Coast and in Brisbane, and details on how to register can be found, [here](#).

Today will see the start of the [Paralympic Games](#) with some 4,400 athletes from around the world competing in 22 sports when the event gets underway in Paris. We wish all the Australian athletes well in their sporting endeavours.

Also, this week our Industry Webinar will be held on Friday 30 August 2024 at 11am AEST. Along with a regular update from me, special guests will include Head of Oceania at Trip.com, Kevin Lu, and CEO of Tourism Central Australia, Danial Rochford. Register to attend [here](#).

Phillipa Harrison

TOURISM AUSTRALIA ACTIVITY



Tourism Australia hosts successful Australia Marketplace Japan

Tourism Australia held its biennial premier trade event, [Australia Marketplace Japan](#) (AMJ), in Nagano city from 26 August to 27 August 2024. The event brought together 72 representatives from 62 Australian tourism companies to connect with 61 valued Japanese travel agencies, wholesalers, online travel agents and tour operators. Through pre-scheduled appointments, Marketplace showcased the growing interest and potential within the Japanese market. The first night's networking event, sponsored by Qantas Airways, provided an excellent platform for deepening industry relationships. As it is approaching the Shimoki travel season from October to March, our key distribution partners are gearing up for a robust period ahead. Additionally, four travel trade media representatives were invited from Tokyo, who gained valuable insights

and updates from Tourism Australia. They also had the opportunity to explore the AMJ24 floor, helping to generate positive publicity for the event.



Register for Tourism Australia's Industry Webinar

Tourism Australia's August Industry Webinar will take place this Friday 30 August at 11am AEST. This month along with our regular update from Tourism Australia's Managing Director Phillipa Harrison, Kevin Lu, Head of Oceania, Trip.com will join the session. Additionally, Danial Rochford, CEO Tourism Central Australia (TCA) will talk about Alice Springs and Central Australia. Over his career Danial has walked an extraordinarily diverse and successful path as a change manager in tourism, economic and community development and aviation sectors. Register to attend the webinar [here](#).



Registrations are open for Tourism Australia's 2024 Industry Briefings

Industry are invited to register for the event nearest to them. The free of charge briefings will include an update from Tourism Australia, followed by a networking event on the following dates:

25 September - Gold Coast
26 September – Brisbane /
Meanjin
23 October – Perth / Boorloo
1 November – Melbourne / Narm
6 November – Sydney / Warrane
13 November – Adelaide /
Tarntanya
14 November – Hobart / nipaluna

Register to attend [here](#).

TOURISM INDUSTRY NEWS



Australian Tourism Export Council's China Host Workshop is coming to Tasmania

ATEC's China Host Workshop TAS will take place on 9 September lead by industry experts Jessica Xue and Garry Burns from The Gaibo Agency. Supported by the National Foundation for Australia-China Relations (NFACT) the workshop will be held at the Old Woolstore Apartment Hotel in Hobart exploring culture, product and services, and trade engagement. Attendees will have the opportunity to engage in many discussions as they navigate the China inbound market. Registrations are now open – don't miss this opportunity, register [here](#) to confirm attendance.

Aviation White Paper released

The Australian Government released the [Aviation White Paper](#) on 26 August 2024. The Aviation White Paper sets out the government's vision for aviation towards 2050 and will deliver a range of initiatives to ensure a safe, competitive, productive and sustainable sector. The Aviation White Paper sets out a comprehensive plan to achieve the government's vision for aviation – including 56 policy initiatives developed through extensive consultation with the aviation industry, state and territory governments, and Australian communities.

AUSTRALIAN STORIES



Feel a sense of calm with Tasmanian Walking Company

Recipient of the [Australian Tourism Hall of Fame](#), [Tasmanian Walking Company](#) (TWC) has curated five walks in breathtaking locations. Each walk has been curated for the ideal walking season and crafted to deliver a feeling of calm



Adelaide Marriott welcomes guests

Marriott International has opened the doors to its first South Australian property, the [Adelaide Marriott](#) in one of Adelaide / Tarantanya's most treasured architectural landmarks, the historic General Post Office (GPO).

and comfort in a small group camaraderie. The five walks are listed below with a link to more information on dates and the itinerary:

[Bruny Island Long Weekend + Fat Pig Farm Feast](#), Tasmania

[Breathe Deep: Bay of Fires Cold Water & Breathwork Walk](#), Tasmania

Family Friendly Walks, Tasmania - [Bruny Island Long Weekend & Three Capes Long Weekend](#)

[Sacred Geography - A Pilgrimage Without and Within](#), Tasmania

[Kangaroo Island Birds and Wildlife Walk](#), South Australia

Operating for more than 37 years, Tasmanian Walking Company (TWC) is passionate about creating an opportunity for people of all backgrounds and fitness levels to connect with the natural environment.



Capella Sydney's Brasserie 1930 unveils refreshed menu

[Capella Sydney](#), in collaboration with [The Bentley Group](#) has announced a refreshed menu at

Boasting a distinctly 'Adelaide' style, the hotel shares the city's many stories including the gridded city, the town's rich history, art and culture in its design. Behind the freestone façade of the original GPO headquarters, a modern tower rises 14-storeys high, enveloping 285 exquisitely appointed guestrooms, including 11 spacious suites and a Presidential Suite all capturing sweeping views of the Adelaide city skyline or the leafy grounds of Victoria Square / Tarntanyangga. Sophisticated dining outlets include [Penny Blue](#), a contemporary dining experience encapsulates the heart of modern Australian cuisine and a vibrant laneway bar [Exchange Lane](#), open to morning commuters for barista made coffee and transforming into the perfect evening bar for a wine, cocktails and shared dishes.



The secrets of Sydney / Warrane's culinary past

Hosted by the iconic Sydney / Warrane [Bistro Moncur](#), along with neighbouring gems, [Civico 47](#) and

Brasserie 1930 with the charcoal grill continuing to serve as a dramatic centrepiece in the open kitchen. Enjoy an express lunch for just \$35.00 from Tuesday to Friday featuring a BBQ Half Bannockburn Chicken from the woodfired grill, paired with a choice of a side, either a mixed leaf salad, crushed cucumber salad, green beans, or fries. The updated menu also features a range of new lunch and dinner options. New starters include W.A. Octopus skewers with green olives and almond sauce, grilled leeks with horseradish cream, and a poached tiger prawn cocktail. For mains, diners can enjoy grilled swordfish with capers, black olives and lemon brown butter. Beloved Brasserie 1930 favourites including the whole roasted duck and rainbow trout with trout roe and citrus butter will remain on the menu.

Ursula's, embark on a culinary history tour of Paddington and Woollahra guided by legendary historian, Elliot Lindsay. Running across three separate dates this spring – Friday 6 September, Friday 4 October and Friday 1 November – each guided tour will include a three-course lunch, paired with matching wines with hidden stories of Sydney's Eastern Suburbs' iconic neighbourhoods. Expect a curated menu of signature and seasonal dishes to be served, such as Bistro Moncur's famed Chicken Liver Pâté with seasonal chutney and brioche, Civico 47's go-to Mafalde pasta with king prawn, bok choy and tomato, and Ursula's delectable Chocolate soufflé with coconut crème anglaise. Secure your spot, tickets are available [online](#) now.

NEWS IN BRIEF

- [Adventure Tourism Awards and Youth Conference 2024](#)
- [Air Asia touches down in Cairns](#)
- [ATEC's China Host TAS workshop](#)
- [Banksia National Sustainability Awards](#)
- [New research: China's women in charge](#)
- [Digital incoming passenger card pilot](#)
- [Gold Coast Airport lands Hong Kong connection](#)
- [Melbourne's 5-Year Destination Management Plan](#)
- [New flights between Shanghai and Sydney](#)
- [Register for the 2024 MTB Symposium](#)
- [QTIC 'Tourism Digital Adaption Program' rebate](#)



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