



28 February 2024

## TOURISM AUSTRALIA ACTIVITY



Two weeks until Destination Australia 2024

Tourism Australia's 2024 Destination Australia Conference will kick off at the ICC Sydney in two weeks. With Karl Stefanovic returning to guide the day, we will be joined by an array of industry leaders talking about the

latest issues and trends. We will look to the future of the industry with Grant Webster, CEO THL, Scott Charlton, CEO Sydney Airport, and Lyn Lewis Smith, CEO BE Sydney. Sarah Kopit, Editor in Chief at Skift will outline Megatrends for 2024, marketing expert James Hurman will talk about marketing effectiveness, and we will hear about what's ahead for aviation. We will also celebrate the power of storytelling with a selection of our best tour guides, and continue the all important discussion around diversity and accessible tourism with a panel of experts. This, and so much more! Registrations close on Tuesday 5 March. Find out more and register to attend [here](#).



### Signature Experiences of Australia's New Zealand Sustainability Showcase

[Signature Experiences of Australia](#) visited Auckland last week, to host a Sustainability Showcase event for local key trade partners with 55 industry professionals rolling up their sleeves for the environment. In collaboration with local charity, [Sustainable Coastlines](#), the event commenced with presentations including news, product features and sustainable initiatives from the Signature Experiences collectives and its members. The group then travelled to a local beach to take part in a beach clean-up and litter audit, a citizen science initiative hosted by Sustainable Coastlines, collecting a whopping 182L of litter, weighing 98kg.



### H.I.S. Travel Fair in Japan

The [H.I.S. Travel Fair](#) 'Kanshasai' was held in the busy Shinjuku district last week. The B2C travel show conducted by our key distribution partner, H.I.S., featured participation by Tourism Australia, NTOs, airlines, cruise, and hotel companies. 14,000 visitors had the opportunity to enjoy entertainment and visit 33 exhibitor stands at the event. During the on-stage segment, Tourism Australia's Regional General Manager, Derek Baines, along with Jetstar Airways and H.I.S. provided information on gateway travel destinations in Australia, followed by a live stream by AAT Kings from Uluru showing attendees the World Heritage site and Indigenous culture. In December last year, Tourism Australia and H.I.S. signed a

marketing agreement aimed at jointly promoting Australia until June 2026.



### Tourism Australia Launches Content Partnership with The New York Times

In collaboration with The New York Times, Tourism Australia has launched a campaign with Visit Victoria, Tourism NT, Tourism Tasmania, Visit Canberra and Tourism and Events Queensland. The [content partnership](#) showcases the story of Australia through its people. The multi-medium campaign leverages the Tourism Australia's global 'Come and Say G'day' campaign creative and messaging, aligning with key destination drivers including ancient & modern culture, food & dining, and nature & landscapes. With captivating stories told through a local lens, the campaign aims to inspire The New York Times' audience to place Australia at the top of their travel lists and spotlight the breadth of unique experiences the country has to offer. The custom content is centered around a four-part video series, with placements running



### Tourism Australia Hosts 'Down Under, Up North' Media Event in Toronto

Last week in Toronto, Tourism Australia hosted a hugely successful 'Down Under, Up North' media event for top tier Canadian media and content creators. As the first in-market Canadian media event since 2019, Tourism Australia and its PR agency, [Faulhaber Communications](#), secured a standout guest list of 26 top tier writers and content creators (including writers from Globe and Mail, Toronto Star, and House and Home). The Tourism Australia team, delivered a state of the union, detailing travel trends and the latest arrivals data from Canada. Guests were captivated by the performance from NYC-based Didgeridoo player Cameron McCarthy, before enjoying a 5-course tasting menu paired with Australian wines, curated by [Friend of Australia](#) Dan Churchill. On-the-night social media coverage from guests reached an audience of



across digital, social, and audio platforms.

500,000+, with more editorial and social content to come.

## TOURISM INDUSTRY NEWS



### VTIC 2024 Vision Summit Registrations Open

VTIC have opened registrations for their 2024 Vision Summit. The event will be held at the Melbourne Convention and Exhibition Centre and will feature an engaging and comprehensive program of speakers providing insights on the future of Victoria's visitor economy. With the theme of 'Focus on Growth – the *\$16 Billion Opportunity*', this year's Vision Summit will focus on key factors that will influence industry achieving the expected growth in total tourism spend over the next four years. Attendees to the event will share in informative presentations focussing on traveller research and consumer insights that can help shape planning for the year ahead. The Summit is supported by Tourism Australia and will take place on 16 April 2024 with full program details to be announced in the coming



### Queensland Government new \$2 million Tourism Business Capability Subsidy

Queensland's Tourism Business Capability Subsidy is designed to boost the growth of Queensland's tourism industry, offering up to \$2,000 (GST exclusive) per eligible tourism business for training and accreditation in essential areas like sustainability and ecotourism, trade distribution, international visitor cultural understanding, improving quality, accessible tourism, marinas, zoos and aquariums and caravan/holiday parks. Tourism operators can choose from a list of pre-identified courses provided by the Australian Tourism Industry Council, Queensland Tourism Industry Council, Ecotourism Australia, EarthCheck, Caravan Industry Association of Australia, Marina Industries Association or the Zoo and Aquarium Association Australasia. [Registrations of](#)

weeks. For more information and to register click [here](#).

[Interest](#) will close on 27 March 2024.

## AUSTRALIAN STORIES



### Explore Australia like a local with new platform, Locay

New online platform [Locay](#) is setting out to transform how travellers seek out boutique hotels. Crafted for connoisseurs of culture and comfort, Locay is a modern travel resource which shines the spotlight on a uniquely new style of travel by unveiling design-savvy accommodation concepts, local hotel recommendations, neighbourhood guides, and insider tips to help users discover the perfect vacation. Led by Simone Ramjee and Larissa Fuller, Locay seeks to catalogue unique accommodation solutions that focus on location, experience potential and concept. Using the platform, travellers can book and compare major online travel brands to secure the best deals by accessing global inventory, giving travellers the opportunity to select their preferred booking terms, platform, and payment options.



### SA off-grid accommodation operator launches McLaren Vale offering

Sustainable-focused off-grid tourism operator, CABN has opened four new cabins on a spectacular vineyard in McLaren Vale, bringing the total number of cabins to the region to 11, across three different sites. CABN will unveil Melissa, Georgia, Jude and Matilda, available for stays from February and each perfectly positioned for relaxation and a digital detox on the stunning biodynamic working vineyard in one of Australia's most visited wine regions. Melissa, the latest CABN design, offers visitors a new configuration with a spacious queen bed accompanied by a set of bunk beds, along with all the staple CABN inclusions of kitchen and bathroom and amenities including fridge, cooktop and coffee machine. The completion of this new location in McLaren Vale and CABN Hahndorf (August) will

see CABN's footprint grow to 39 cabins across South Australia.



### Gold Coast to house world-class immersive display

From 30 March, HOTA, Home of the Arts on the Gold Coast will welcome the Australian premiere of [Italian Renaissance Alive](#), the captivating multi-sensory experience from Grande Experiences. From the creators and producers of the most visited multi-sensory experience in the world – Van Gogh Alive – Grande Experiences brings to life this interactive exhibition featuring cutting edge projections from the Renaissance period. HOTA Gallery's expansive 1000m<sup>2</sup> exhibition space will transform into a vibrant symphony of light, colour, sound and fragrance as Italian Renaissance Alive transports visitors to the splendour of the 14th to 17th centuries and celebrates the period's artistic and cultural influences.



### Sculpture by the Sea returns to Cottesloe this week

[Sculpture by the Sea, Cottesloe](#) Cottesloe will return to Perth/Boorloo for its 20th anniversary exhibition next month. Running from 1-18 March 2024, the exhibition is one of Australia's largest free public events attracting over 250,000 local, interstate and international visitors to the much-loved beach. More than 70 artists from 14 countries have been invited to exhibit by Sculpture by the Sea's National Artistic Advisory Committee. Respected sculptors from WA and across Australia will be joined by renowned international artists, with 13 Japanese artists to exhibit alongside artists from China, England, Denmark, Iceland, Italy, New Zealand, USA and Ukraine. Since the exhibition began in 2005, with 35 sculptures on the iconic white sands of Cottesloe Beach, over 1,200 sculptures by more than 500 artists from 44 countries have been viewed by an estimated 3.5 million visitors from across Perth and all over the world.

## NEWS IN BRIEF

- [Sustainable Tourism Standards for WA Parks](#)
- [VTIC launch the Quality Tourism Business Program](#)
- [Australian Government announces Sydney airport slot reforms](#)
- [AFR launches luxury travel magazine](#)
- [ACT Sustainable Business Seminar](#)
- [Delta Airlines to fly direct between Los Angeles and Brisbane](#)

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