



3 February 2021

## TOURISM AUSTRALIA UPDATE

With the summer holiday period behind us, we are very aware that this was a difficult and uncertain time for many in the tourism industry, and not what we were all hoping for. It is however great to see things starting to move in the right direction, with borders reopening across Australia over the last week, and that is why this week we [launched](#) the next phase of our ongoing [Holiday Here This Year](#) campaign.

The latest activation is a \$5 million dollar, seven-day blitz of advertising, inspirational travel content and tourism messaging encouraging Australians to take a well-deserved break, as well as provide much-needed support to tourism operators and communities around the country. As with previous iterations of *Holiday Here This Year*, the campaign aims to get visitors back into areas that need them most, including regions directly and indirectly affected by the bushfires.

Whilst there is still uncertainty for travellers with the lack of national consistency around state borders, Tourism Australia's latest research shows overall consumer confidence amongst Australians is at an eight-month high and more than half of us are still considering or planning interstate travel. The Tourism Australia team is currently working on further phases of 'Holiday Here This Year', including a dedicated focus on cities, which we will be launching in the coming weeks.

**Phillipa Harrison**





## TOURISM AUSTRALIA CITIES CAMPAIGN WEBINAR

Tourism Australia is hosting a special webinar briefing on Monday 8 February at 11am AEDT focusing on our upcoming Cities campaign. The webinar will provide an overview of the campaign and information on how operators can leverage it in their own activity. Leigh Sorensen, General Manager, Industry Relations, Andrew Hutchinson, General Manager, Domestic & New Zealand and Sarah Gallon, Acting General Manager, Consumer Brands, Campaigns & Media will present. Register [here](#).

## TOURISM AUSTRALIA ACTIVITY



### ‘Open for Business’ bushfire recovery video series launched

The first of the [‘Open for Business’](#) video series in partnership with National Bushfire Recovery Agency (NBRA) has been released this week. The series is a collaboration between the NBRA and Tourism Australia and illustrates the recovery of communities impacted by the 2019/20 summer bushfires. A total of 15 videos will be released over the coming weeks, sharing stories from bushfire affected regions across Australia. The first video features Cobargo in NSW and can be viewed [here](#).



### Register for Tourism Australia’s first webinar of 2021

Tourism Australia resumes its regular program of industry webinars on Friday 12 February 2021 at 11am AEDT. Tourism Australia’s Managing Director, Phillipa Harrison, will be giving an update on Tourism Australia’s activity over recent months and plans for the year ahead. The new Federal Minister for Trade, Tourism and Investment, the Hon. Dan Tehan MP, will also be joining the webinar. Register to attend [here](#).



## Traveller Made Virtual Grand Tour

Tourism Australia wrapped up its involvement in the Traveller Made Virtual Grand Tour this week, having attended regional trade events across the UK, France, Belgium, Spain, Italy, Portugal, Greece, India, China, Germany, France, Italy, USA, Canada and Asia Pacific markets between Nov 2020 and Jan 2021. Tourism Australia recently renewed its global partnership with luxury consortia [Traveller Made](#), a network of over 400 luxury travel agencies dedicated to providing unique and exclusive bespoke journeys to travellers looking for different and original experiences.



## New hot list for 2021

Tourism Australia has released its first travel 'Hot List' for 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](#).

# TOURISM INDUSTRY NEWS



## Three Blue Ducks Serves Up A Tasty New Series

Australia's hottest team of chefs - MasterChef Australia judge Andy Allen, Mark LaBrooy and Darren Robertson - will travel for amazing food experiences in NSW and ACT in *Three Blue Ducks*, premiering Saturday 13 February at 7pm on Network Ten. Known for their shared passion for ethical produce, unique eating experiences and love for the bush and ocean, the six-part series sees Andy, Mark and Daz road trip around the country, with a shared goal: devise a new dish concept, source the produce and test the recipe in the field. Successful dishes will find



## Tennis curtain raiser hosted in Adelaide

The Australian summer of tennis started in Adelaide last Friday, when eight of the world's best players – with 67 Grand Slam singles titles between them – played a one-off exhibition tournament at Memorial Drive. The sold-out A Day at the Drive event saw the likes of Serena Williams, Rafael Nadal, Novak Djokovic, Simona Halep, Dominic Thiem, Naomi Osaka and Venus Williams take to the court, after completing their two-week quarantine in Adelaide ahead of the Australian Open. Broadcast to a global audience, the event was a welcome return to international



their way to devoted customers, on the iconic [Three Blue Ducks](#) menu.



### Dinosaur Valley extended due to popular demand

Dinosaur Valley at Scenic World has been extended until February 28 due to popular demand, giving visitors more time to plan a dino-sized summer staycation in the World Heritage-listed Blue Mountains. Dinosaur Valley is an all-ages event which brings Scenic World's rainforest to life with dozens of life-sized dinosaurs in the heart of the Blue Mountains. Further information can be found [here](#).

events and an opportunity to showcase South Australia to a national and international audience. [More here](#).



### Product update webinar series – Bundaberg, Southern Great Barrier Reef

The Bundaberg, Southern Great Barrier Reef region will continue their product update webinar series in 2021. Beginning on 4 February the second phase of the webinar series will introduce a new product to trade or an exciting new product to the region. The first two webinars have been confirmed. Villa Mirasol Motor Inn (new to trade) on 4 February 11 am AEST – register [here](#). Splitters Farm (new product) 18 February 11 am AEST register [here](#).

## AUSTRALIAN STORIES



### Take a cycling adventure through the Top End

Marvel at the beauty of the Northern Territory's Top End and experience the various natural, heritage and cultural sites on the *Great Top End Escape*, the Bicycle Network's brand new cycling adventure. Over nine days, keen cyclists have the unique opportunity to ride through the world heritage-listed Kakadu National Park and the natural wonderland of Litchfield National Park, swim in century-old watering holes and immerse themselves in Indigenous cultures. Tickets can be booked online via the Bicycle



### Tasmania's Stoney Rise winery opens new Cellar Door experience

Stoney Rise Wine Company in Tasmania's Tamar Valley has launched a new Cellar Door experience: part Cellar Door, part bar, part wine store. Designed by local Tasmanian architects, the striking new venue boasts an outdoor courtyard with an open fire, cosy seating indoors for guests to taste and experience the wines, and impressive views of the vines, Rose Bay and the Tamar river. The cellar door not only offers estate-grown and made wines but also an extensive list of

Network’s [website](#), and includes airport transfers, hotel accommodation, bike transport, mechanics, meals, tours and more.



### Hendriks opens Southern Highlands venue with hatted chef

The Southern Highlands has welcomed its newest hospitality venture, Hendriks Cognac & Wine, which has opened the doors to their second New South Wales venue in five months in the town of Mittagong. Owners James Knight and Jakob Overduin have recruited former *Eschalot* chef Richard Kemp as a consultant chef, with the menu championing produce from the local region, offering everything from giant jaffles, wood-fire pizza, an assortment of seafood and a weekend spit roast. More than 30 Cognacs are listed on the beverage list, alongside 150 bottles of wine and an extensive cocktail list. Enjoy the Highlands hospitality by making a booking online [here](#).

Australian and imported wines. Open Thursday to Monday from 10am to 5pm, the Stoney Rise Cellar Door is just 25 minutes from Launceston. Find more information [here](#).



### Valentine’s weekend at Sirromet winery in Queensland

Located approximately 45 minutes from both Brisbane and the Gold Coast, Sirromet Winery, part of the [Ultimate Winery Experiences of Australia](#), has Valentine’s Day celebrations sorted. The winery’s state-of-the-art facilities provide the perfect setting for couples to immerse themselves in fine cuisine and award-winning wine whilst enjoying spectacular vineyard views. The exclusive Restaurant Lurleen’s is plating up a specially curated 4-course lunch or dinner, paired with live entertainment and a special gift upon arrival. Visitors can spend the night at Sanctuary by Sirromet, set in the winery’s surrounding bushland. More information is available [online](#).

## NEWS IN BRIEF

- [ABS November 2020 visitor arrivals](#)
- [Funding for regional tourism organisations in WA](#)
- [McKinsey report on 2021 trends](#)
- [National Cabinet meeting on 22 January](#)
- [New measures for returning to Australia](#)
- [Novavax COVID vaccine 89% effective](#)
- [NZ travel bubble update](#)
- [Pfizer vaccine approved](#)
- [September International Visitor Survey](#)
- [September National Visitor Survey](#)
- [Support for travel agents](#)
- [Sustainability funding for Australian Arts Organisations](#)
- [WA COVID lockdown](#)

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