

3 July 2024

TOURISM AUSTRALIA UPDATE

Last week we saw the release of the quarterly results from TRA's International Visitor Survey (IVS) for March 2024. Encouragingly, the results confirmed that international visitor spend is climbing back to 2019 levels. For the first time in five years, total inbound visitor expenditure for the year has reached \$46.8bn which is above 2019 levels. International visitors also stayed a total of 87.5 million nights during the year, which is 105 per cent of 2019 levels.

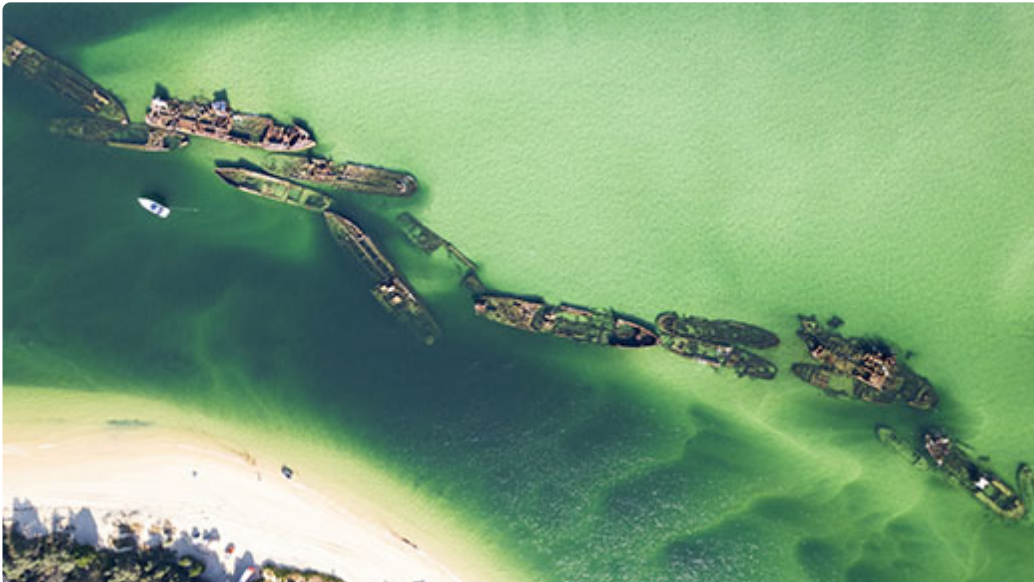
Of the markets, China had the highest overall total visitor trip expenditure of \$8.6bn, whilst for total leisure spend the USA and the UK performed the strongest. In terms of expenditure recovery of the individual markets, India is at 128% of 2019 total expenditure levels, followed by New Zealand (127%), the UK (124%), and Indonesia (122%). The data also showed that total international business events expenditure has now exceeded pre-Covid levels and is at \$4.57bn.

On Thursday last week we had some good news for Tropical North Queensland, with Cathay Pacific announcing that it is to re-start flights between Hong Kong and Cairns, with three flights per week between 17 December 2024 and 29 March 2025, serviced by an Airbus A330 aircraft. This will add more than 13,000 inbound seats into the region for the peak holiday and Lunar New Year period.

Finally, our July Industry Webinar is coming up on Friday 12 July at 11am AEST. See below for further details.

Phillipa Harrison

TOURISM AUSTRALIA ACTIVITY



Register for Tourism Australia's July Industry Webinar

Tourism Australia's July Industry Webinar will take place on Friday 12 July at 11am AEST. This month, along with an update from Tourism Australia's Managing Director, Phillipa Harrison, Chris Saines CNZM, Director of the Queensland Art Gallery | Gallery of Modern Art (QAGOMA) will join to discuss the continued growth and importance of cultural tourism. As we celebrate [NAIDOC Week](#) across the country, Cameron Costello, a proud Quandamooka man from Moreton Bay, Brisbane/Meanjin, and a passionate advocate of Indigenous Culture, Arts and Tourism will talk about his love of Culture and Country, being *Blak, Loud and Proud*, and how industry can make a positive impact in Indigenous communities and beyond. Ahead of the upcoming Marketplace Japan and Korea 2024, Derek Baines our Regional General Manager, Japan and Korea will provide an update on the latest trends,

where both markets are at and what anyone going to Marketplace should know before attending. Register for the webinar [here](#).



UK Team hosts its annual industry event in London

Last week Tourism Australia hosted its annual summer event for industry in the UK, bringing together more than 140 partners who promote and sell Australia in this important tourism market. The event, held at an Australian-themed restaurant in London's SOHO, was attended by a range of industry representatives from including state and territory tourism office, airlines, key distribution partners and agents and travel writers and editors, was timely as the UK market for Australia continues to rebuild back visitor numbers and spend to 2019 levels. It was also an opportunity to recognise the leadership and significant contribution of departing Regional General Manager Sally Cope, who plans to travel for the next year before returning to Australia. Andrew Boxall will step into the role this month.



Gold Coast shines in new season of major Japanese TV drama series

The Gold Coast will be prominently featured in the new season of the Japanese medical TV drama '[Black Forceps 2](#)' airing from 7 July in prime time on the TBS network. The first episode, filmed almost entirely on the Gold Coast, including locations such as Surfers Paradise, The Star Gold Coast, and The Imperial Hotel, stars several Japanese A-listers including [Kazunari Ninomiya](#) and is expected to draw over 17 million viewers. This opportunity was secured by Tourism and Events Queensland, and supported by Tourism Australia, along with Experience Gold Coast and Qantas Airways. Following its broadcast on TBS, the series will also be available on Netflix and other on-demand services, showcasing the Gold Coast to a global audience. In addition to the drama, a [variety-style program](#) will be broadcast on Friday 5 July nationally on TBS, featuring two stars from the drama as they

experience various sites around the Gold Coast. *Photo credit: TBS / Black Forceps 2*



Australian luxury on show at ILTM Asia Pacific

Tourism Australia, in partnership with DMC partners, is attending the International Luxury Travel Mart (ILTM) Asia Pacific in Singapore 1-4 July. The event provides an opportunity to showcase Australia's unique luxury offerings to 650 buyers and 50 media in attendance, alongside an additional 20 Australian hotel, lodge, cruise and operator partners. During one-on-one meetings, trade partners were educated on the latest luxury product and Signature Experiences of Australia. Australia has been well received as a premium destination for the evolving Asian luxury traveller looking for unique and authentic experiences, with high demand for the destination reported.



Australia Next June edition released

The latest edition of Business Events Australia's [Australia Next](#) magazine has been released. In this edition, planners hear from an Aboriginal cultural expert who reveals the protocols for connecting with the world's oldest continuing culture, a local view on where to go in Melbourne / Narm, and an international planner on their recent visit to Brisbane / Meanjin. Uncover new venues and accommodation, dream about traversing Adelaide to Darwin on The Ghan, and explore Sydney in a three-day program pitch. The inspirational magazine tailored for incentive business events planners forms part of Tourism Australia's business events marketing strategy to inspire and drive awareness of Australia's business events offering.



ATEC China Host Workshop in Victoria

The Australian Tourism Export Council's China Host workshop launched last week led by Chinese inbound market experts Garry Burns and Jessica Xue from The Gaibo Agency. With support from the National Foundation for Australia-China Relations (NFACTR), for providing this opportunity to the tourism industry, Victoria is the next state to host on 24 July at the Vibe Hotel, Melbourne. Participants will unpack culture, product and services and trade engagement along with first-hand insights of the latest trends emerging from the Chinese market. Register [here](#) to confirm your attendance.



Advance Program closes soon

Don't miss the opportunity to apply for Business Events Australia's Advance FY2024/25 Program. The program provides Australian industry the opportunity to access financial support to deliver industry-led projects, which either increase consideration of Australia for new international business events, via distribution activity (such as site inspections or in market activity); or increase international delegate attendance at events already secured for Australia. For more information including eligibility and how to apply online, visit the [Business Events Australia website](#).

Applications close at **5pm AEST on Friday 5 July 2024**.

AUSTRALIAN STORIES



Koko Black and Tarts Anon join forces for World Chocolate Day

To celebrate World Chocolate Day (Sunday 7 July), [Koko Black](#) is partnering with Gareth Whitton, the inaugural winner of Dessert Masters and founder of Melbourne / Narm bakery [Tarts Anon](#) to create a limited-edition dessert masterpiece: The Chocolate Leatherwood Honey Tart. The tart will be available from 5 to 7 July at Tarts Anon's first-ever Sydney / Warrane pop-up at Koko Black Queen Victoria Building and at Koko Black stores across Melbourne and Sydney – store list [here](#). In a collaborative effort between Gareth and Koko Black's Head Chocolatier, Remco Brigou the indulgent tart boasts seven layers of chocolate and honey decadence and takes inspiration from Koko Black's Tasmanian leatherwood honeycomb. Each year, the Australian chocolatier partners with another iconic brand to create something spectacular which in the past has seen fanfare and frenzied queues for the limited-edition product, so get in quick.

Three Blue Ducks' Andy Allen and Darren Robertson launch the Bellingen Food & Wine Escape

[Three Blue Ducks](#) and [The Lodge Bellingen](#) have launched [Bellingen Food and Wine Escape](#); a unique blend of culinary experiences, nature, and relaxation in Bellingen, halfway between Sydney / Warrane and Brisbane / Meanjin. The inaugural event taking place from 12 to 14 July is an opportunity to highlight the region's incredible local produce. Set on 16 acres of manicured gardens, The Lodge Bellingen is a boutique countryside retreat boasting uninterrupted valley views over the Bellingen River with Three Blue Ducks' restaurant at the heart of the property. The weekend's calendar features a wine masterclass with James Becker from M&J Becker Wines and a long lunch by Three Blue Ducks' chefs Andy Allen and Darren Robertson. The lunch will highlight the chef's passion for simple, ethically sourced, real food that the Ducks are famous for. Commit yourself to the whole event with the [full weekend package](#) which includes accommodation at The Lodge Bellingen and a seat at both the wine masterclass and long lunch. Separate tickets to the [long lunch](#) and [wine masterclass](#) are also available.



Learn about First Nations culture and histories this NAIDOC Week

[National NAIDOC Week](#) which this year takes place from 7 to 14 July celebrates and recognises the history, Culture, and achievements of Aboriginal and Torres Strait Islander peoples. It's an opportunity for all to learn about First Nations culture and histories with several events across Australia for you to share in the celebrations, with the full event list [here](#). Another way to learn more about the world's oldest living culture is through [Discover Aboriginal Experiences](#), a collective of quality and extraordinary Aboriginal Australian experiences. Each member in this collective is considered a leader in Aboriginal tourism, with over 200 experiences, all led by Aboriginal guides. The collective has recently welcomed [Kakadu Tourism](#) to the collective as a new member along with new experiences on offer including [Kingfisher Tours'](#) [Marralam Cultural Day tour](#) and [Davidsons Arnhemland Safaris'](#) Arnhem Land Day Tour with a partnership with Kakadu Air.



Hospitality heavyweights take over arkhe in Adelaide / Tarntanya

Adelaide / Tarntanya's [arkhe](#) is welcoming hospitality heavyweights from around Australia and the globe in its monthly dinner series titled [arkhe and friends](#). Next in line is Philippines-based [Jordy Navarra](#), head chef and owner of [Toyo Eatery](#) and [Panaderya Toyo](#). Jordy will take over the arkhe kitchen on 11 July, championing Filipino ingredients, flavours, and artisans while paying homage to the Philippines' bountiful culinary history. His dedication to representation and hospitality will be mirrored in an eight-course menu with paired wines and a Laphroaig cocktail on arrival. Tickets to Jody's arkhé & friends' dinner are available [here](#), along with a look at upcoming events.

NEWS IN BRIEF

- [Broome welcomes inaugural non-stop Singapore flight](#)
- [Destination NSW cruise-ready workshop](#)
- [Gladstone receives ECO destination certification](#)
- [Great Southern trail development workshop](#)
- [Luna Park Sydney listed for sale](#)
- [NAIDOC in the City \(Sydney\)](#)
- [National Travel Industry Awards \(NTIA\)](#)
- [SA nature-based tourism grants open soon](#)
- [Tourism WA cruise ready workshop](#)

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