



3 March 2021

TOURISM AUSTRALIA UPDATE

It was great to hear the news last week that Brisbane is the preferred candidate for the 2032 Summer Olympics and Paralympic Games. It is a great reminder that there is a future pipeline of events which will continue to be a critical contributor to Australia's visitor economy.

Tomorrow, we are pleased to be hosting our annual Destination Australia Conference at the ICC in Sydney and virtually. It will be Tourism Australia's first large scale face-to-face event since March 2020. We continue to receive a lot of interest in attendance and while registrations to attend virtually remain open, registrations for attendance to the face-to-face event are now closed. Virtual registrations will stay open until Thursday morning. Full details on the event can be found on our [corporate site](#).

Registrations for our Cairns industry briefing and networking function on 17 March opened last week. This is the first of a series of industry briefings we will be rolling out in every state and territory over the coming months. Register to attend [here](#).

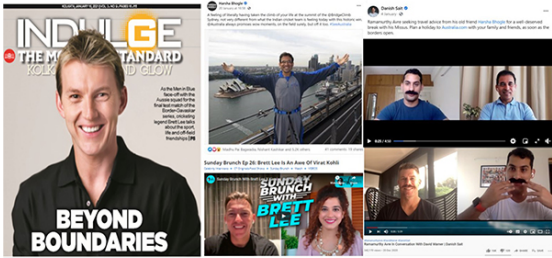
Phillipa Harrison



NEW HOT LIST FOR FEBRUARY 2021

Tourism Australia has released its latest 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 AUSTRALIA ACTIVITY



Border Gavaskar cricket series leveraged in India

Tourism Australia recently leveraged the Border-Gavaskar Cricket Series reaching approximately 35 million viewers in India. The campaign included Brett Lee, David Warner and Harsha Bhogle who collaborated with Indian influencer Danish Sait. The partnership with BuzzFeed highlighted unique Australian experiences and lifestyle elements. Brett Lee and Harsha Bhogle engaged with key distribution and Premier Aussie Specialist agents to encourage them to remain



8D videos inspire visitors to virtually explore more of Australia

Close to 70 million viewers across India, Indonesia, Malaysia, and Singapore saw Tourism Australia's [8D videos](#) as part of the ongoing 'dreaming' content campaign. Reaching viewers across new digital channels such as music and video streaming platforms, the campaign drove 1.3 million unique visitors to Australia.com. This engagement is an indication of the high level of interest that travellers from region still have for Australia as a holiday destination. The 8D

motivated to sell Australia once travel resumes post COVID-19.

videos were part of Tourism Australia’s ongoing content campaign in the region aimed at driving recovery demand post COVID-19.

ATE21

AUSTRALIAN TOURISM EXCHANGE

Applications now open for ATE21

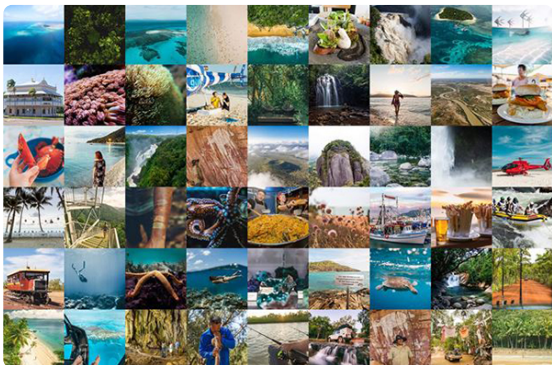
Applications are open for the Australian Tourism Exchange 2021. This year’s Australian Tourism Exchange (ATE) is planned to take place ‘live’ in Sydney and online in June 2021. Tourism Australia is planning a hybrid event that brings together in-person and virtual events to connect the Australian tourism industry with international and domestic travel buyers. ATE Live is scheduled for 6 to 9 June 2021 and will be followed by ATE Online from 10 to 17 June. To learn more, visit the [ATE website](#). Applications close 19 March 2021.



‘Open for Business’ bushfire recovery video: Clarence and Richmond Valleys

The fifth of the [‘Open for Business’](#) video series in partnership with the National Bushfire Recovery Agency (NBRA) was released this week. This video features the Clarence Valley and Richmond Valley in New South Wales and can be viewed [here](#). 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, sharing stories from bushfire affected regions across Australia.

TOURISM INDUSTRY NEWS



Tropical North Queensland Tourism Marketing Conference

The blow dealt to industry by

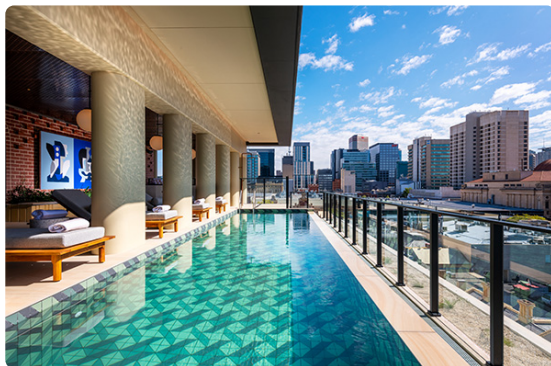


Tap into domestic Indian communities. Enrol for ATEC’s India Host Program

COVID-19 has eclipsed all previous disasters that the Cairns & Great Barrier Reef tourism industry has weathered. The good news is that interest in the region is strong. Cairns is now the most Googled regional tourism destination in Australia. Find out how to leverage this opportunity for 2021 at the Tropical North Queensland Tourism Marketing Conference. The conference will take place on Friday 26 March. Find out more information and register [here](#).

ATEC, together with Tourism Australia, have announced the return of the National India Host Program for 2021. The program has been expanded to provide strategies to tap into local Indian communities. More than 600,000 Indian nationals live in Australia and like international visitors, they have specific needs and expectations when travelling. With the domestic market for Indian travellers on the rise, it is a great time to market to the local Indian community as a pathway to welcoming back international travellers from India in the future. The program commences 16 March 2021. Find out more and register [here](#). For any questions, please contact Tourism Australia's Industry Relations Team ([Dominic Mehling](#) or [Sophie Treasure](#)).

AUSTRALIAN STORIES



Australia's first Hotel Indigo has opened in Adelaide

IHG Hotels & Resorts' boutique lifestyle brand, [Hotel Indigo](#), has made its Australian debut in Adelaide, South Australia. The highly anticipated 145-room hotel boasts unique design features, deep connections to the local neighbourhood and exemplary culinary offerings, it is set to become a vibrant cultural hub for locals and visitors alike. Located in the heart of Adelaide's vibrant market precinct, the hotel



Wajaana Yaam Adventure Tours joins Discover Aboriginal Experiences collective

Wajaana Yaam Adventure Tours have joined the [Discover Aboriginal Experiences](#) collective of quality, authentic Aboriginal guided tourism offerings. Based on the Coffs Coast in New South Wales, Wajaana Yaam Adventure Tours offers stand-up paddle boarding and kayaking excursions through the idyllic local waterways of Gumbaynggirr Country. Their [full-day cultural experience](#)

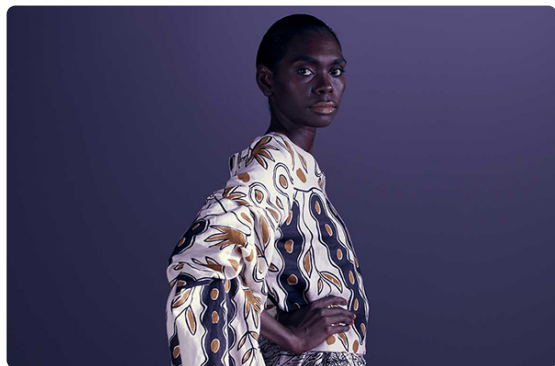
champions local producers in its two restaurants; *Market & Meander Eatery and Bar* and rooftop raw food bar, *Merrymaker*, which is now Adelaide's highest rooftop bar. Other additions include a 24/7 fitness centre, 13 metre outdoor infinity pool, two boardroom-style meeting rooms and event spaces. For further information and to book visit the [website](#).



Royal Caribbean and Taronga Zoo join forces on Litter Free Oceans campaign

[Taronga Zoo](#) and [Royal Caribbean International](#) have joined forces on a [Litter Free Oceans](#) campaign, to raise awareness about the devastating impact litter has on marine life and educate Australians on how to reduce single-use plastics. The campaign encourages Aussies to get involved by using the [Litter Free Oceans impact calculator](#), to help them understand the impact of their single-use plastic habits and their huge impact from making a few small changes. Taronga Zoo and Royal Caribbean have created toolkits to help every day Aussies, schools and businesses reduce their use of single-use plastics. For more information on Litter Free Oceans, you can visit the campaign's [website](#).

includes a paddle, bush tucker tastings, lunch and a guided walking tour at a culturally significant site within the Coffs Harbour area. Experience the language, culture and traditional bush tucker of the Gumbaynggirr people, as your Aboriginal guide brings the Dreaming to life by sharing ancient stories written in the extraordinary natural landscape. To book one of Wajaana Yaam Adventure tours visit their [website](#).



Indigenous textiles and fashion exhibit at the National Museum in Canberra

[Bendigo Art Gallery](#)'s spectacular exhibition of contemporary Indigenous fashion has opened at the National Museum of Australia in Canberra, as part of a national tour. The exhibition *Piinpi: Contemporary Indigenous Fashion* celebrates the work of Indigenous artists and designers from the inner city to remote desert art centres. The exhibition title, *Piinpi*, is a Kanichi Thampanyu (East Cape York) term referring to changes in a landscape that happen across time and space. *Piinpi* explores the ways understanding of Country and culture are reflected in and inspire contemporary Indigenous textile and fashion design. The exhibition will be on display in the Focus Gallery at the National Museum of Australia until 8 August 2021 with

free entry. For more information
visit the [website](#).

NEWS IN BRIEF

- [\\$20 million Regional Events Acceleration Fund](#)
- [Auckland goes into lockdown](#)
- [Brisbane announced as preferred host for 2032 Olympics](#)
- [Increases to JobSeeker allowance](#)
- [New research from Roy Morgan regarding business events](#)
- [Oxford/AstraZeneca vaccine approved](#)
- [Qantas and Jetstar prepare to resume international flights](#)
- [Queensland 2032 Olympic Bid enters into exclusive negotiations with IOC](#)
- [Regional aviation boom](#)
- [States tighten travel restrictions on visitors from New Zealand](#)
- [Victoria further relaxes COVID restrictions](#)

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