

30 June 2021

TOURISM AUSTRALIA UPDATE

The spike in COVID-19 cases over the past week has resulted in stay-at-home orders being put in place for Greater Sydney and lockdowns implemented in several other cities around the country. I know this is a difficult time for all tourism operators in the midst of school holidays, and once again consumer confidence takes another big hit.

It has certainly shone a spotlight on the importance of our vaccination program and hopefully, encouraged a sense of urgency around getting vaccinated. Only then can we expect snap restrictions to become less common as we shift to an environment where some level of COVID-19 becomes part of life, and where businesses and travellers can plan with more certainty.

Last week, Tourism Australia released a report by Deloitte Access Economics, which confirmed the vital importance of tourism to Australia's economy. It highlighted that Australia lost almost \$80 billion in tourism revenue in 2020 and was a reminder of the importance of domestic

tourism, especially while inbound is on hold. The report confirmed that if we can get Australians to travel longer, spend more, and take advantage of local tourism experiences, it will help fill some of the gap of lost international visitation. You can read the full report [here](#).

Over the next few weeks, Tourism Australia will be acknowledging [NAIDOC Week](#) in our industry communications and activities as well as internally. NAIDOC Week runs from 4 to 11 July and celebrates the history, cultures and achievements of Aboriginal and Torres Strait Islander peoples. The theme of this year's NAIDOC Week is 'Heal Country!' which calls for stronger measures to recognise, protect, and maintain all aspects of Aboriginal and Torres Strait islander culture and heritage.

Phillipa Harrison



MASTERCHEF SERVES UP AUSTRALIA'S NATIVE INGREDIENTS IN THE RED CENTRE

MasterChef Australia shone a spotlight on Australia's native ingredients in the Red Centre this week. The two episodes, filmed in partnership with [Tourism Australia](#) and [Tourism Northern Territory](#), aired on Monday 28 June and Tuesday 29 June. Judges Jock Zonfrillo, Melissa Leong and Andy Allen tasked the final eight contestants with inspiration from the outback using a range of native ingredients in a team challenge beneath the stars at Bruce Munro's [Field of Light](#) Uluru, and in an elimination

challenge with Rayleen Brown of [Kungkas Can Cook](#) at Simpsons Gap.
Read more [here](#).

TOURISM AUSTRALIA ACTIVITY



Industry webinar

Tourism Australia's next industry webinar will be held on 9 July 2021 at 11am AEST. Former Federal Minister for Tourism, the Hon. Martin Ferguson AM will join the webinar to talk about the work of the [Reimagining the Visitor Economy](#) Expert Panel. There will also be a panel discussion on the NAIDOC Week theme of 'Heal Country!' with Dwayne Bannon-Harrison, Founding Director of [Ngaran Ngaran Culture Awareness](#), and Melissa West, Tourism Operations Manager from [wukalina Walk](#). Register [here](#).

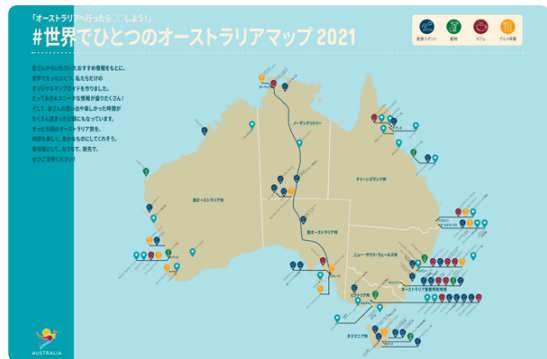


Spotlight on the Regions – New Zealand

This week, 'Spotlight on the Regions' features an interview with Andrew Hutchinson, Tourism Australia's General Manager Domestic and New Zealand, who shares insights and observations on the New Zealand market, as well as updates on key stakeholders and activities to keep domestic travel front of mind in-market. Read the update [here](#).



Aussie Specialist agents in India get creative with Maruku

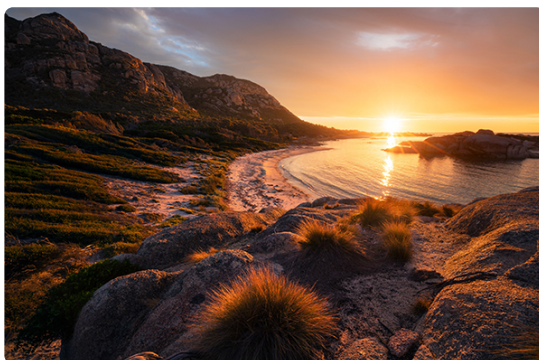


New map of Australia highlighting popular

Arts

Tourism Australia, in partnership with Tourism Northern Territory and Maruku Arts, recently organised an experiential workshop for [Aussie Specialist](#) agents in India.

Showcasing Aboriginal and Torres Strait Islander culture through the unique art of Dot-Painting, the immersive session emphasised the beauty of the art and how it is used as a medium for storytelling and enlivening Indigenous culture. The workshop was conducted by a local Anangu artist who helped the agents learn about traditional art, symbols, tools and more. Aussie Specialist agents were inspired by the ancient ways of the desert and created their very own work of art to treasure. Most importantly, they expressed optimism to promote these experiences amongst their customers, once borders reopen.



New Hot List for June

Tourism Australia has released its latest travel 'Hot List' for June 2021, available now on its corporate site. The guide to the latest news and tourism offerings

experiences for Japanese audiences

Tourism Australia has launched a new 12-page digital guidebook and map highlighting the most popular Australian gourmet, nature and wildlife experiences, as selected by over 500 fans of Australia who contributed photos and videos through a social media competition. State and territory tourism organisations also joined the campaign to share their recommendations. [The digital guidebook and map](#) are available for download from Tourism Australia's [website](#). The '#Australian Original Mapping Campaign' is the latest in a series of consumer promotions in Japan, including the recent feature with ELLE gourmet media, designed to encourage repeat travel in the future and inspire new travellers to choose Australia, once borders reopen.



Business Events Australia activity in the United States

Throughout June, Tourism Australia's specialist unit, [Business Events Australia](#), attended in-person events across the United

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](#).

States, including Women in Leadership Meetings & Incentives (WILMI) in Miami and the MPI World Education Congress in Las Vegas. Anecdotal feedback from business events planners indicates increased confidence that in-person events will recover across all sectors. In addition, there is also interest in booking long haul destinations like Australia for late 2022 and beyond.

TOURISM INDUSTRY NEWS



Australian Regional Tourism Convention

Early-bird registrations for the Australian Regional Tourism Convention are now open. The Convention will be held from 11 to 13 October 2021 in Ballarat, Victoria. This year's convention theme is 'A Robust Visitor Economy – navigating our new future'. Find out more [here](#).



Travel Daze: The Reboot Conference

Travel Daze: The Reboot Conference will take place from 12 to 16 July 2021. Sponsored by Tourism Australia, the virtual conference is free to attend and Tourism Australia's Chief Marketing Officer, Susan Coghill, will be presenting the opening session along with Getaway Host, Catriona Rowntree. Other speakers include Dr Norman Swan and representatives from Flight Centre, AirBNB, Intrepid Group and Air New Zealand. See the full line up [here](#) and register [here](#).



New Regulatory Arrangements to support COVID-19 vaccine roll out

The Therapeutic Goods Administration (TGA) has implemented arrangements to facilitate the communication of information about approved COVID-19 vaccines. These arrangements permit health professionals, businesses and media outlets to develop their own materials about TGA-approved COVID-19 vaccines. They also permit the offer of a range of rewards to people who have been fully vaccinated under the Government's COVID-19 vaccination program. The new arrangements, which will be in place until the end of 2022, will give health professionals and Australian businesses more flexibility to contribute to the national conversation about vaccination. Health professionals can enhance vaccine uptake by publicly supporting vaccination and counter misinformation. Logistical information about when and where to be vaccinated can continue to be communicated. Read more [here](#).



Funding for Whitsundays tourism

The Australian Government is providing an additional \$3.4 million to attract more Australian holidaymakers to the Whitsundays. The funding will go towards:

- A national marketing campaign, including an 'Always On' digital campaign.
- Supporting activities to increase exposure to the Whitsundays via the Australian Travel Trade Network.
- Product and Industry Development projects for the Whitsundays and Mackay
- Development of events designed to attract more interstate visitors.

Read more [here](#).

AUSTRALIAN STORIES



A new luxurious art and wine package available in the nation's capital this spring

Three of Canberra's most innovative women have collaborated to create a unique short stay package bringing together art, wine and luxurious accommodation in Canberra this spring. The exclusive *Great Things Come In Little Packages* experience includes two nights' accommodation at the Little National Hotel with daily breakfast at Buvette Restaurant, a private exhibition opening at Canberra's tiniest gallery, Gallery of Small Things (GOST), a meet and greet with the ceramic artist Grace Brown, a ceramic workshop, a take home gift from the artist's limited collection, and a personalised vine to wine tour at Lake George Winery. Available from 24 to 26 September, it makes the perfect spring stay in the nation's capital for lovers of ceramic art from emerging artists, cool climate wines and boutique accommodation. To make a



Australia's top kid-approved activities revealed by Wotif.com

To inspire Aussie families as they plan adventures in their own backyard in 2021, Wotif.com has revealed the official *Wotif Aussie Kids Bucket List*, the definitive list of 13 dream Aussie travel experiences to do before you turn 13, as decided by Aussie kids. Queensland topped the list with the Gold Coast theme parks, Great Barrier Reef, Australia's Dinosaur trail and Australia Zoo voted as favourites. The entries showed Aussie kids generally want what they don't have – kids from the southern states are dreaming of a tropical holiday or “anywhere the water is warm”, whereas young Aussies from warmer climates are keen to see snow. To see all 13 travel experiences listed in the bucket list, visit the website [here](#).

booking visit the GOST website [here](#).



2021 Kimberley Writers Festival to take place this August

A stellar line up of award-winning Australian authors will make their way to the outback town of Kununurra, in Western Australia, as part of the 2021 Kimberley Writers Festival. This one-of-a-kind festival, taking place from 20 to 22 August, provides an opportunity to meet authors and includes workshops, readings, dinners and music. In attendance will also be Cindy Solonec, a Nigena (Nyikina) woman from West Kimberley and author of *Debesa*, a novel based on her family's lives in the Kimberley during the mid-1900s. Kununurra is the perfect hub from which to explore the Kimberley's extraordinary natural wonders including the Ord River, Lake Argyle and the Bungle Bungle Range in Purnululu National Park. The event program and tickets will soon be released. For more information, 'Like' the Kimberley Writers Festival [Facebook page](#) or contact the Kununurra Library.



Celebrate truffle season with exclusive package by Launceston boutique hotel, Stillwater Seven

Enjoy the ultimate indulgent winter escape incorporating all things truffle with the *Every Day I'm Trufflin'* package at Stillwater Seven in Launceston. The boutique hotel is set in an 1830's flour mill and the three-night package is designed to showcase everything there is to love about winter in Tasmania. Embrace the shorter days and the frosty mornings by snuggling up in a cloud-like bed in one of the boutique rooms while enjoying scrambled eggs topped with freshly shaved truffles for breakfast. Venture out during the day with Experiential Tasmania to meet the farmer who supplies Stillwater Seven's truffles, followed by wine tasting and lunch at nearby Stoneyrise Wine. The experience includes truffle-themed dinner experiences at award-winning restaurants Black Cow Bistro and Stillwater. Bookings can be made on their [website](#).

NEWS IN BRIEF

- [National Cabinet Statement 28 June](#)
- [Northern Territory Business Lockdown Payment](#)
- [SouthAustralia.com has record-breaking year](#)
- [Support for New South Wales businesses](#)



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