



31 January 2024

TOURISM AUSTRALIA ACTIVITY



Register for Tourism Australia's February Industry Webinar

The first Tourism Australia Industry Webinar for this year will take place on Friday 9 February at 11am AEDT. Along with an update from Tourism Australia's Managing Director, Phillipa Harrison, we will be joined by Tourism Tropical North Queensland's CEO, Mark Olsen who will give an update on the region following the recent weather events. Tourism Australia's new Country Manager, China, Nick Henderson will also join to provide an update on the China market. Register to attend [here](#).



2024 Kick-off Industry Event in Korea with Aussie Specialists and Key Distribution Partners

In Korea, Tourism Australia, in collaboration with Jetstar Korea and State and Territory Tourism Organisations Destination NSW and Tourism and Events Queensland, hosted a 2024 kick-off trade event last week. The event celebrated the launch of a new regular direct flight from Seoul to Brisbane and promoted the existing flight service between Seoul and Sydney. The gathering brought together 50 Key Distribution Partners who are all qualified Aussie Specialist Program agents, to promote and provide information about the upcoming Brisbane flight, scheduled to commence in February. Given Korea's impressive growth in visitor numbers post-pandemic, the event also served as a gesture of



Australia On Tour - Italy Roadshow 2024

In Italy Tourism Australia, in collaboration with Tourism and Events Queensland, NT Tourism, the South Australian Tourism Commission, Visit Victoria, Tourism Western Australia and Singapore Airlines, concluded the Australia on Tour roadshow 2024. Over three days in Milan, Rome, and Naples, the Tourism Australia team and partners met with 100 travel agents from all over Italy to provide training and knowledge about Australia's incredible tourism offerings. This included highlighting the many opportunities offered by the Aussie Specialist Program, along with sharing first-hand updates and news from a destination that is truly like no other. The agents showed strong interest and high engagement, providing excellent feedback about

gratitude to the market's Australia outbound best-selling partners for their unwavering focus on promoting Australia throughout the year. To add an exciting touch, one lucky agent walked away with two return flights to Brisbane courtesy of Jetstar.

the quality of the training. Three lucky qualified travel agents will also can explore Australia first-hand thanks to the prizes offered to the participants, a flight voucher and a camper rental voucher with a total value of 3000 euros.



Sydney Opera House featured in Architecture Digest China

A recent visit to Sydney/Warrane by Architecture Digest China supported by Tourism Australia's [International Media Hosting Program](#) has seen the Sydney Opera House featured in the publication. As part of the visit the journalist interviewed the architect responsible for the icon's renovation. So far the article has been featured on wechat with the print version to be released in March 2024. View the online article [here](#).



Register for Destination Australia 2024

Registration to attend the 2024 Destination Australia Conference are currently open. The conference themed 'The next chapter for sustainable growth', will be an opportunity for industry to come together and focus on the future of Australian tourism - in the year we hope we will exceed 2019 levels of visitation and spend. The full day conference, followed by a networking event will take place at the International Convention Centre (ICC) Sydney on Wednesday 13 March, register to attend [here](#).

TOURISM INDUSTRY NEWS



Registrations open for TEQ's Global Market Briefings

Tourism and Events Queensland (TEQ) is bringing its Global Market Briefings and networking events to Cairns, the Gold Coast and Brisbane during March 2024. These highly anticipated events are an opportunity for industry to connect directly with TEQ's International Directors and Country Managers and hear the latest insights and trends coming out of Queensland's largest inbound and domestic markets. Tourism businesses in other regions are welcome and encouraged to attend their nearest briefing session. Find out more and register [here](#).



Experience Nature Tourism Fund recipients announced

An eco-tour encouraging visitors to South Australia to participate in



Destination NSW to host annual Focus on India 2024

Destination NSW will host its second annual Focus on India 2024 event in Sydney on 20 March 2024. Focus On India will showcase NSW products and destinations to key India-based travel buyers and will include an appointment-based workshop for export ready NSW visitor economy businesses. View the prospectus link below for more information and the selection criteria, plus a link to the online application form. Registrations close on 24 January 2024. View a highlights video from Focus on India 2023 [here](#). View the prospectus [here](#).



Talking Tourism Business Forum

The Australian Tourism Industry Council are holding their inaugural conference: *The Talking Tourism*

citizen science on Kangaroo Island will help protect more vulnerable and endangered species in the region is just one of the 15 tourism experiences set to flourish thanks to the South Australian Tourism Commission's \$2 million Experience Nature Tourism Fund. Round two of the Fund will support products across South Australia, with more than \$464,000 in grants announced today will unlock over \$764,000 in combined project value - helping operators to attract more domestic and international visitors, while showcasing the state's natural landscapes. The second round of funding brings the total allocated through the Fund to date to nearly \$1 million in grants generating a combined project value of almost \$1.6 million. The funding program runs over four financial years, with up to \$500,000 available in each year. Applications for 2024 funding will open early in the new financial year.

Business Forum in Darwin prior to the Qantas Australian Tourism Awards on Friday 15 March. *The Talking Tourism Business Forum* brings tourism business operators together to enable effective peer-to-peer learning and development. The purpose of the Business Forum is to engage and inspire those operating businesses within the tourism industry, support connections across sectors and the country. The Business Forum has been thoughtfully curated so that each attendee should be able to take away some valuable learnings that they can implement into their tourism business to continue to grow and elevate their offerings. Expect engaging talks and be prepared to be immersed in a learning environment where you'll hear from the best of the best to uncover new ways to grow and elevate your business that will drive your business' success. Find out more [here](#).

AUSTRALIAN STORIES



Great Fishing Adventures of Australia hooks anglers with



The Rockley Pub to host second Local Producers

new magazine

Signature Experiences Collective, Great Fishing Adventures of Australia has released a new digital issue of [Allure Magazine](#) which sets out to tempt international anglers to come 'Down Under' and discover the incredible fishing opportunities available right around Australia. The new magazine is filled with great stories including heli-fishing in Darwin, saltwater fly fishing, rough-luxe stays, the diversity of species and styles of fishing in Australia and much more. Great Fishing Adventures of Australia is a group of leading independently owned fishing tourism operators who have come together to collectively raise the profile of Australia as a world class fishing destination.



Party fever returns to Sydney/Warrane for Mardi Gras 2024

Sydney Gay and Lesbian Mardi Gras 2024 has unveiled a colossal line-up of over 150 performers across the Festival's key events.

Dinner

On 26 February, regional New South Wales dining institution, Matt Moran's The Rockley Pub is inviting diners to enjoy another [Local Producers Dinner](#). Following the success of the first event, the intimate evening of eating and drinking will hero local producers Vale Creek & Grass Parrot Wines highlighting the incredible Central West region. The Rockley Pub's head chef Simon Borghesi has curated a four course shared-style menu, with each course showcasing a selection of local produce, carefully paired with Vale Creek & Glass Parrot Wines. At \$129pp, the ticket includes a snack on arrival followed by a four course shared-style menu with six matching wines. The Local Producers Dinners are a series of exclusive events highlighting local producers and the incredible offerings across the Central West.



Off-grid accommodation encourages travellers to 'Support Local'

[Into The Wild Escapes](#) has partnered with Empty Esky to launch 'Support Local' a social media campaign aimed at giving

This year's festival showcases an array of global stars, comedians, drag and performance artists, and top-tier international and local DJs, reflecting the rich diversity and dynamic energy of the LGBTQIA+ community. International superstar Adam Lambert will lead the Mardi Gras Party, headlining the Hordern Pavilion, supported by the Ultra Naté, famed for her hit 1997 track 'Free', while the powerhouse behind the anthem 'Finally', CeCe Peniston will command the Forecourt stage. Meanwhile, electric sensation Slayyyter brings an exclusive Australian performance to the return of the Bondi Beach Party, joined by a stacked line-up of international DJs. Additionally, a special guest performer, whose identity can't be revealed until mid-February, is poised to join this stellar line-up. Completing this diverse roster, Aussie favourites Cub Sport and MAY-A will delight fans at Laneway and Ultra Violet respectively, adding to the festival's dynamic and eclectic mix of music and entertainment. Browse all the events online now at

www.mardigras.org.au.

back to local and regional communities. The Instagram-based campaign sees both brands come together to amplify the importance of buying local and giving back to rural communities. As part of the 'Support Local' Campaign, off-grid accommodation operator Into The Wild Escapes will be offering an exclusive discount on all properties from 29 January to Monday 12 February, where guests can save up to \$250 off their tiny home stay. From their savings, Into The Wild Escapes and Empty Esky are encouraging guests to use the money they have saved to spend in regional towns instead. Whether it's shopping at the local market, dining in regional restaurants, or purchasing local produce and wine – every dollar spent contributes to the growth of these communities.

NEWS IN BRIEF

- [\\$26 million in improvements for WA tourism infrastructure](#)
- [ATEC Tourism Tutorial: What's Happening in North Queensland?](#)
- [First Nations Tourism Forum - Brewarrina](#)
- [New Chair for Business Events Adelaide](#)
- [Virtual Workshop: Selling Experiences Online](#)

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