



31 March 2021

TOURISM AUSTRALIA UPDATE

As we head into Easter, our thoughts are with all those who have been affected by the Brisbane lockdown and we hope it will be managed quickly so that it doesn't impact the holiday period.

As you would be aware, on 11 March 2021, the Australian Government announced a [new support package](#) for the tourism and aviation sectors, the '[Tourism Aviation Network Support](#)' program (TANS). Today, Tourism Australia has launched the latest iteration of the Holiday Here This Year campaign in advance of the sale fares becoming available tomorrow.

[Holiday Here This Year – Full on Holidays](#) encourages Australians to take advantage of the 'half off' flights and book a 'full on' holiday, packed with tourism experiences. We expect the flights will sell quickly, so we have developed a second part of the campaign which will feature a wider

range of destinations, including our cities, and we have a range of partnerships aimed at driving conversion.

You can read more information about the campaign below and in this [factsheet](#).

Phillipa Harrison



HOW TO GET INVOLVED?

Industry can participate in and benefit from the campaign by:

- Downloading the new *Holiday Here This Year – Full on Holiday* toolkit, which is available for download from Tourism Australia's [corporate website](#). The toolkit contains an overview of the campaign, as well as campaign logos and messaging for use in your own channels and social media tools.
- Aligning your marketing activity to support the campaign.
- Posting on your business social media channels to encourage consumers to book using #HolidayHereThisYear and the *Holiday Here This Year* giphy stickers.
- Sharing your news and activities with Tourism Australia for consideration to promote through our PR activities. Please send to internationalmedia@tourism.australia.com.

WHAT IS THE TANS PROGRAM?

The TANS program halves the cost of up to 800,000 flights and flights can be booked between 1 April and 31 July 2021, or until sold out, for travel until 30 September 2021. Discounted flights will be available from participating airline websites and travel agents to the following regions: Gold Coast, Cairns, Townsville, Whitsundays/Mackay, Sunshine Coast, Darwin, Lasseter and Alice Springs, Hobart, Launceston, Devonport and Burnie, Broome, Avalon, Merimbula, Adelaide, and Kangaroo Island.

TOURISM AUSTRALIA ACTIVITY



Spotlight on the Regions - Japan

This week in Tourism Australia's 'Spotlight on the Regions' features an interview with Derek Baines, Tourism Australia's Country Manager Japan, who shares insights and observations from Japan, as well as updates on key stakeholders and Tourism Australia activity in market. Read the update [here](#).



New Hot List for March 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](#).



‘Open for Business’ bushfire recovery video: Buchan and Sarsfield

The next ‘[Open for Business](#)’ video in the series has been released. This video features the bushfire affected towns of Buchan and Sarsfield in East Gippsland, Victoria and can be viewed [here](#). The series is a collaboration between the National Bushfire Recovery Agency 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.



North Americans Celebrate Australia through food and drink

Tourism Australia in partnership with Destination NSW, Visit Victoria and South Australian Tourism Commission hosted a virtual media event ‘A Taste of Australia with Curtis Stone’ for North American media earlier this month. The event featured

Register to attend Tourism Australia’s Market Briefings

Tourism Australia is holding a series of Market Briefings for the Australian Industry ahead of the 2021 Australian Tourism Exchange (ATE21). The briefings will update the tourism industry on the state of play in Tourism Australia’s key markets and guest speakers will join the Tourism Australia team on each of the updates. The briefings will also assist with the preferencing process for those attending ATE21. Find out more and register [here](#).



‘India Host’ 2021 – QLD/NT program

The Australian Tourism Export Council (ATEC) together with Tourism Australia invites you to register for the India Host 2021 program – Queensland and Northern Territory. The program has been expanded to provide strategies to tap into local Indian communities. More than 600,000

Michelin-starred chef and Friend of Australia Curtis Stone, who shared inspirational Australian stories while demonstrating recipes from top titles including Travel + Leisure, Departures, National Geographic, Food & Wine, BuzzFeed, Globe & Mail, and more. The event was further amplified to North American audiences with the chef appearing on broadcast media shows including NBC California Live, New York Live, Breakfast Television Toronto, Cityline Toronto and E!. His cooking videos and Australian inspired recipes from the event are available on [Australia.com/curtisstone](https://australia.com/curtisstone).

Indian nationals live in Australia and like international visitors, they have specific needs and expectations when travelling. With the domestic travel for Indian travellers on the rise, it is a great time to market your product to the local Indian community as a pathway to welcoming back international travellers from India in the future. The program is delivered over four modules 'Culture Ready', 'Product Ready', 'Service Ready', 'Marketing and Trade Ready', via 90-minute interactive Zoom webinars and are available on-demand.

Commencing Tuesday 20 April 2021. Find out more and register [here](#). For any questions, please contact Tourism Australia's Industry Relations Team ([Dominic Mehling](#) or [Sophie Treasure](#)).

TOURISM INDUSTRY NEWS



Kick-start your new career in The Whitsundays

Tourism Whitsundays have launched the next phase of their



Insights from Young People in Tourism Survey

The [Young Tourism Network](#) and [Regeneration Projects](#) are

Work and Play in The Whitsundays campaign, aimed at enticing job seekers to come and work across the tourism, hospitality and agriculture industries in The Whitsundays. The campaign shows the many perks associated with living and working in The Whitsundays as well as the diverse offering from tourism, hospitality and agriculture jobs. More information on the campaign can be found at www.tourismwhitsundays.com.au/workandplay.

conducting a [survey](#) designed to gather emerging insights on the sentiment of young professionals and students in the tourism, events and hospitality sectors in Australia. The visions and values expressed through this collective 'voice' are then intended to support decision making about the future of the tourism industry at this pivotal stage in its development. This survey will take three to five minutes to complete and responses are required by 8 April 2021. Access the survey [here](#).

AUSTRALIAN STORIES



Premium 'A By Adina' Sydney hotel to open its doors this April

A by Adina Sydney, set to open on 26 April 2021, is being billed as the flagship property of an elevated new 'premium' suite of apartment hotels, where the VIP guest experience is set to soar to extraordinary heights. From ground-level up, the building progressively evolves, starting with



Handpicked Wines opens cellar door at 80 Collins, Melbourne

Handpicked, one of Australia's leading winemakers, has opened a luxury cellar door within the recently launched high-end precinct, 80 Collins, Melbourne. The cellar door will showcase more than 50 wines from its award-winning vineyards including the Mornington Peninsula, Yarra

majestic sandstone, including three-story monolithic columns, exposed horizontal slabs and vertical masonry blades, before moving into a sleek glass-curtain tower, crowned by A by Adina Sydney's cutting-edge sky lobby and leisure facilities. To make a reservation, visit the [website](#).

Valley, Barossa Valley and Tasmania. Handpicked is open for a light breakfast, lunch, or supper seven days a week, with indoor and outdoor seating on Benson Walk. The menu focuses on regionality including a cheese and charcuterie selection from the world's greatest producers both homegrown, as well as the best from France and Italy. To make a reservation, visit the [website](#).



Darwin's biggest Supercars program ever this June

The Darwin Triple Crown Supercars event will take place from 18 to 20 June 2021, and the program is set to be bigger than ever. Joining the Supercars at the iconic Hidden Valley Motor Sports Complex will be the Australian Superbikes, Stadium Super Trucks and Nitro Up North drag racers. Aussie music legend, Bernard Fanning, will headline the Saturday evening concert. Combined with the Territory's incredible natural wonders, unique experiences and ancient culture, the Darwin Triple Crown promises an unforgettable



New boutique boat hire service on the Fraser Coast

[Great Fishing Adventures of Australia](#) member, Hervey Bay Fly and Sportfishing, has branched out to offer a new fishing experience under the banner of Gotcha Boat Hire Hervey Bay. The experience is a boutique boat hire service which specialises in offering custom sportfishing boat hire – a first for the Fraser Coast region. Targeting the avid fisherman, Gotcha Boat Hire offers everything from bare boating through to catch, cook and camp packages where tents, camping and cooking equipment is supplied. For more

trip to the tropical north packed with world-class entertainment. Tickets for the event can be purchased on the [website](#).

information and to make a booking please visit the [website](#).

NEWS IN BRIEF

- [2021 Perth Airport WA Regional Tourism Conference](#)
- [Aboriginal and Torres Strait Island people 55+ now eligible for COVID vaccine](#)
- [Australian Festival Industry Conference tickets on sale](#)
- [Brisbane COVID cluster grows](#)
- [List your special offer with Tourism Tropical North Queensland](#)
- [Tourism boost for Mount Gambier](#)
- [National Visitors Survey Year Ending December 2020 now available](#)
- [New COVID-19 restrictions in Queensland](#)
- [New South Wales records new COVID case in Byron Bay](#)
- [Support for flood affected businesses](#)
- [Tourism Australia's travel sentiment tracker](#)

TOURISM AUSTRALIA



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