



4 September 2024

TOURISM AUSTRALIA ACTIVITY



Australia on show to Indian travellers

Tourism Australia has partnered with a leading Indian digital media content publisher, Pocket Aces, to inspire consideration for Australia amongst Indian High Yield



Latest edition of Australia Next magazine released

In the latest edition of Business Events Australia's, Australia Next magazine, read an interview with an expert on sustainability in venues, get tips from a local on

Travellers through a content partnership with their travel and food channel 'Gobble' - for its platforms on Youtube and Instagram. The series titled 'Unravel Australia' is a five-part mini travelogue series headlined by popular web shows and OTT actor Ayush Mehra. Filmed in key locations in New South Wales, Victoria and Queensland and the series features a diverse range of experiences reinforcing the key Australian destination drivers of natural environment, world class coastlines and unique wildlife underpinned by interactions with friendly locals represented by industry and Friends of Australia who feature in it. Watch the trailer [here](#).



Australia Marketplace Korea

Last week [Australia Marketplace Korea](#) 2024 was held in Seoul, from Thursday 29 to Friday 30 August 2024. The event facilitated around 2,600 meetings between 70 Australian sellers from 56 organisations and 44 Korean buyers, paving the way for new business opportunities and strengthening relationships. Korea has demonstrated remarkable resilience post-pandemic, achieving the fastest recovery

where to go in Perth / Boorloo and hear from an international planner about their recent visit to Sydney / Warrane. Readers will uncover new venues and accommodation, dream about the coastal town of Port Stephens, discover wellness experiences and explore Hobart / nipaluna and Bruny Island in a three-day program pitch. Read the latest edition [here](#).



Tourism Australia and UnionPay International sign new three year MOU

This week Tourism Australia and UnionPay International officially signed a new three year Memorandum of Understanding (MOU) in Sydney. This new MOU represents a significant step in the further strategic development of opportunities for both parties in the market, aiming to enhance cultural exchange and foster collaborative tourism economies growth

among key markets. This growth has propelled Korea to become Australia's 8th largest market, with 353,160 visitors and a 23 per cent increase in arrivals versus 2019 for the 12 months ending in June 2024.



ITB Berlin 2025

A reminder that applications to attend ITB Berlin 2025 with Tourism Australia have opened. The 'world's leading travel trade show' will be held in Berlin, Germany from 4 to 6 March 2025. Tourism Australia will have a dedicated stand for Australian industry and invites applications from State and Territory Tourism Organisations, Inbound Tour Operators (IOTs) and high-demand product. In 2024, the event brought together 5,500 exhibitors from 170 countries with almost 100,000 visitors. For further information and to submit an application, visit the [event website](#).

between China. The upcoming Golden Week holiday is expected to be a peak period for outbound long haul travel, and the Australian tourism industry is well prepared to welcome Chinese visitors.



Registrations are open for Tourism Australia's 2024 Industry Briefings

Industry are invited to register for the event nearest to them. The free of charge briefings will include an update from Tourism Australia, followed by a networking event on the following dates:

- 25 September - Gold Coast
- 26 September – Brisbane / Meanjin
- 23 October – Perth / Boorloo
- 1 November – Melbourne / Narrm
- 6 November – Sydney / Warrane
- 13 November – Adelaide / Tarntanya
- 14 November – Hobart / nipaluna

Register to attend [here](#).

TOURISM INDUSTRY NEWS



ATTA hosts Adventure Connect Perth

Ahead of the World Travel and Tourism Council's Global Summit, the Adventure Travel Trade Association (ATTA) will be hosting the inaugural Adventure Connect Perth event on 3 October. ATTA welcomes Australian industry partners to register and learn about the latest trends across the adventure sector, while connecting with fellow adventure enthusiasts and industry professionals. Learn more and register [here](#).



National Indigenous Training Academy (NITA) marks milestone 700 graduates

Last week 26 young Indigenous Australians proudly graduated from the National Indigenous Training Academy (NITA) at a special ceremony held at Ayers Rock Resort, Uluru. The program which began in 2011 has now seen more than 700 graduates. Administered by Voyages Indigenous Tourism Australia, NITA delivers nationally recognised Level III certification traineeships in Hospitality at Ayers Rock Resort and Mossman Gorge Cultural Centre in Queensland, providing important pathways to employment for young Indigenous Australians. The event was attended by a number of VIPs, including senior Anangu community members, and the Federal Minister for Trade and Tourism, Senator The Hon Don Farrell.

AUSTRALIAN STORIES



Into The Wild Escapes' New Tiny Home with Volvo Cars Australia

[Into The Wild Escapes](#) has partnered with [Volvo Cars Australia](#) to celebrate the launch of Volvo's smallest, all-electric SUV, the EX30. In a pioneering move towards sustainable travel, Into The Wild has created a Scandinavian-inspired 'tiny home' that combines minimalist luxury and eco-friendly living. The Volvo Cars x Into The Wild tiny home, 'Tiny Astrid', will be available for consumers to book from November this year via the Into The Wild website. Named after the famous Swedish author Astrid Lindgren, creator of Pippi Longstocking, the tiny home has been crafted with nature-inspired interiors and renewable, recycled materials, to create a serene oasis for those seeking to reconnect with the natural world. For more information, visit the partnership website [here](#).



Uluru shines on world stage

[Ayers Rock Resort](#) has been recognised with two major wins at the [World Travel Awards 2024](#). [Wintjiri Wiru](#), the resort's world-class cultural storytelling experience, was named Oceania's Leading Tourist Attraction, while Ayers Rock Resort itself was honoured with Oceania's Responsible Tourism Award. Established in 1993, The World Travel Awards celebrate excellence across all key sectors of the travel, tourism, and hospitality industries and are voted on by industry professionals and the public. Wintjiri Wiru also secured the title of leading Industry Innovator in the Activities and Attractions category at the New York-based [Skift IDEA Awards 2024](#). These awards celebrate purpose-driven work that redefines the future of travel, and Wintjiri Wiru's groundbreaking approach to Indigenous collaboration and respecting Indigenous Cultural Intellectual Property helped clinch the win.



Sunday Lunching at Cafe Sydney

Quintessential Sydney / Warrane dining spot [Cafe Sydney](#) is relaunching its popular Sunday lunch service just in time for Spring. Take in the unparalleled views of the Harbour Bridge and Opera House whilst enjoying a three-course, a la carte menu (fixed price \$145 pp). The refreshed menu has been inspired by the produce of the season and specially designed by Executive Chef, Sarahjane Brown, with delicious additions and share dishes. Head Sommelier Franck Gozé will gather wines, vintages and select magnums, serving by the glass to honor the weekend in the best way. For the cocktail lovers, Cafe Sydney will showcase a monthly local spirit, focusing on extraordinary and innovative distilleries from Sydney and beyond. For more information, or to make a booking visit the Cafe Sydney website [here](#).



Western Australia's New Wine and Food Festival

Western Australia's brand-new festival [Pair'd Margaret River Region](#) will see the region's world-renowned wines paired with food and music in new and surprising ways over four days from 14 to 17 November. Set in the breath taking surrounds of the famed Margaret River Region, Pair'd is a 'wine first' event, curated through the lens of a sommelier and blended with incredible culinary, music and cultural experiences. The diverse event program boasts a variety of never-before-seen, heard or tasted experiences to delight the senses. Event highlights include: [Nature's Table](#), a foraged and fermented long lunch set amongst towering karri trees complemented by the soundscape of nature and ancient storytelling; 18 of the region's most iconic wine brands will converge in one place at the [Grand Tasting](#); prestigious winery restaurants will be matched with Michelin starred chefs to present world-first Wine Series Dinner collaborations. View the festival's full program and ticket information online [here](#).

- [ATEC's Domestic Ready program](#)
- [EOI for second intake SATC's Experience Development Program](#)
- [First Nations Businesses Succeeding Internationally Report](#)
- [Join SATC's Global Markets Industry Forum](#)
- [QTIC World Tourism Day event](#)
- [Registrations open for NSW Visitor Economy Forum 2024](#)
- [Sydney's new 24-hour airport secures first international airline](#)
- [TEQ's International partnership marketing calendar released](#)

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