



5 June 2024

## TOURISM AUSTRALIA ACTIVITY



### World Heritage campaign kicked off in Japan

Last week, on 30 May, Tourism Australia launched campaign activity in Japan focusing on [Australia's World Heritage](#) areas, featuring [Abarerukun](#), a popular Japanese talent expert in World Heritage, as the campaign ambassador. The activity features



### Applications open for the Business Events Australia's Advance Program 2024/25

[Applications are open](#) for Business Events Australia's Advance FY2024/25 Program. The program provides Australian industry the opportunity to access financial support to deliver industry-led projects, which either increase

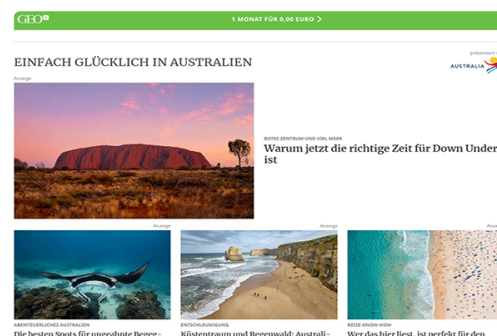
four video clips of Abarerukun showcasing a road trip from Alice Springs to Uluru via Kings Canyon. The World Heritage sites are a strong driver when choosing travel destinations for Japanese travellers, and Australia currently boasts 20. With many engaging stories to share about these sites, the activity aims to increase awareness of Australia's World Heritage offerings. This week, Tourism Australia is scheduled to host a consumer event in Tokyo to showcase the breathtaking Australian landscapes and rich cultural heritage that make these sites unique with immersive displays and food and drink experiences available in Australia.

consideration of Australia for new international business events, via distribution activity (such as site inspections or in market activity); or to increase international delegate attendance at events already secured for Australia. Supported activity must be delivered by 30 June 2025. For more information including eligibility, how to apply online, and information on what kind of projects the Advance Program supports, visit the [Business Events Australia website](#). Applications close at 5pm AEST, Friday 5 July 2024.



## Australia on show at Indonesia Travel Expo 2024

Last month in Indonesia Tourism Australia engaged with the local tourism trade at the annual business to business event, Indonesia Travel Expo 2024 (ITE 2024). The event was held in two of Indonesia's major cities, Jakarta and Surabaya, on 27 and 30 May respectively. At the events, Tourism Australia connected with trade partners and industry leaders to



## Happy in Australia content special in Germany

Tourism Australia has launched the second phase of its digital content special with a hub on Germany's major premium magazine website [geo.de](#). The content hub features inspirational content from 'Australia Recommends' and bespoke content extensions by Tourism Events Queensland, Tourism Northern Territory, Tourism Western Australia and Visit

introduce new products, expand the Aussie Specialist Program, learn Indonesia's emerging market trends, grow its database of agencies as well as reconnect with tourism buyers. ITE 2024 was attended by a total of 59 sellers and more than 400 buyers across both cities.



### Seller applications to attend G'day Australia closing soon

Seller applications to attend [G'day Australia 2024](#) close this Friday, 7 June 2024. The event will be held from 14 to 17 October 2024 in Perth / Boorloo, in partnership with Tourism Western Australia. G'day Australia 2024 is a combined training workshop and familiarisation event held exclusively for Aussie Specialist Agents from retail outlets and key wholesaler/tour operators from all of Tourism Australia's key markets. The 300 Aussie Specialists attending G'day Australia 2024 will meet with approximately 130 Australian tourism operators during the workshop and networking events. High demand is anticipated for the event and oversubscription will be managed in line with the

Victoria. Each of the partners have a dedicated article on the site which includes highlights including images and links to relevant websites. The promotion will reach more than six million impressions and 13,000 views across the pages, inspiring readers of [geo.de](#) to consider Australia as a travel destination.



### Queensland promoted on the Today Show in the United States

Tourism and Events Queensland has launched their new global campaign '[Queensland is Bluey's World for real life](#)' ahead of the opening of [Bluey's World](#) in Brisbane in November. To celebrate, Tourism Australia and Tourism and Events Queensland (TEQ) partnered for a segment on the Today Show in the United States. Melanie Zanetti, voice of Bluey character Chilli, appeared on the show to promote her favourite holiday destinations and gave away a trip to Australia to a lucky audience member. On 2 June TEQ brought 702 Bluey fans together to launch the campaign in Queensland by setting the world record for the largest game of



selection criteria and in conjunction with state and territory tourism organisations to ensure quality appointment schedules.

“Keepy Uppy”, an epic game made famous in the much-loved television series.

## TOURISM INDUSTRY NEWS



### Qantas and Perth Airport reach landmark agreement

On Friday Qantas and Perth Airport reached an historic commercial agreement which will unlock a multi-billion-dollar wave of investment and deliver new international and domestic flights, giving a major boost to Australia's tourism industry. As part of the 12-year agreement, Perth Airport will invest around \$3 billion in new terminal facilities and a new parallel runway which will generate immediate and ongoing economic growth and job creation. Qantas and Jetstar will relocate all services to a new terminal in the Airport Central precinct that will, along with the airline's major investment in new aircraft, enable the growth required to turn Western Australia into a major domestic and international hub for the airlines. Find out more [here](#).



**SENSORY TOURISM  
Australia**

### Sensory Tourism Australia launches new travel experiences to cater for vision-impaired international visitors

Sensory Tourism Australia recently launched at ATE24 in Melbourne / Narm, offering inclusive travel experiences for vision-impaired international visitors. Created by Cocky Guides' founders, the initiative provides curated "stay and discover" packages in Sydney / Warrane, Melbourne, and Cairns / Gimuy. These packages emphasise sensory and tactile experiences and are guided by experienced tour guides. Sensory Tourism Australia aims to make Australia more accessible for blind and low-vision international travellers. They also engaged with inbound wholesalers to promote their unique, all-inclusive travel packages. For more information, visit [sensorytourismaustralia.com](https://sensorytourismaustralia.com).



## ATEC Meeting Place 2024 registrations now open for buyers and sellers

The Australian Tourism Export Council (ATEC), in partnership with Tourism and Events Queensland and Experience Gold Coast, recently opened early bird registrations for Meeting Place 2024 (MP24). The event will be held on the Gold Coast, Queensland from 28 to 30 October. MP24 will include B2B meetings, conferencing and forums, experiential breakouts, networking opportunities including a welcome function and gala finale. Early-bird registrations are open until 30 June 2024, with full priced registrations strictly closing 31 July 2024. Find out more information and register, [here](#) or contact [events@atec.net.au](mailto:events@atec.net.au).



## Catch up with Australia's sustainability webinars

Austrade recently ran a series of sustainable tourism training webinars for hundreds of operators on each of the four pillars of sustainability: managing your business in a sustainable way, taking environmental and climate action, respecting culture, and creating a positive social impact. These pillars are part of the Australian Government's Sustainable Tourism Toolkit for tourism businesses. The webinars are now on Austrade's YouTube channel. Watch for free and share with your networks [here](#).

## AUSTRALIAN STORIES



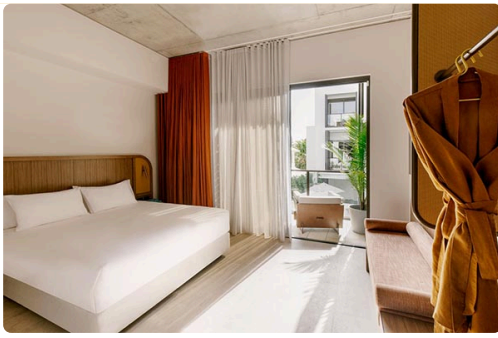
## Back to the 80s at Margarita Bar and Mexican Diner, Cancun Boat Club

Hospitality groups Milpa Collective and WXT Group have come together for the first time to launch a new late-night 80s inspired margarita bar and Mexican diner, [Cancun Boat Club](#) located in Quay Quarter Lanes, Sydney / Warrane. Cancun Boat Club transports you to the Mexican beach resort town in 1986 with electric decor, vintage surfboards, and neon lights. In the bar, its playful drinks menu specialises in quality Margaritas, Mexican lagers, cocktails, and agave with a great wine list. On the food menu, expect all Mexican American favourites such as Sizzling Fajita Plates, 500g Angus Rib Eye Nachos, Birria Pizza and Flaming Hot Cheetos Grilled Corn.



## A showstopping new fashion exhibition at the National Gallery of Victoria

National Gallery of Victoria's (NGV) newest exhibition, Africa Fashion is the largest and most comprehensive exhibition of fashion from the African continent ever mounted in Australia. Coming to Melbourne / Narrm from the Victoria & Albert Museum (V&A) in London, the Australian premiere of Africa Fashion features nearly 200 works, including couture, bespoke and ready-to-wear fashions, and body adornments, from more than 50 designers from 22 countries and regions on the African continent. With works drawn from the collection of the V&A, NGV Collection as well as the personal archives of designers represented in the show, the exhibition features outstanding designs from some of the icons of twentieth century African fashion scene. [Africa Fashion](#) is a ticked exhibition on display from now until 6 October 2024.



## Basq House opens its doors in Byron Bay

Located in idyllic Byron Bay, and on Bundjalung Country, [Basq House](#) is a 32-room boutique hotel set to welcome guests from 7 June 2024. This hideaway is a landing pad for those seeking privacy and peacefulness in a tucked-away laneway in the heart of Byron's village centre. A hotel from where you can explore the bucolic hinterland, vibrant restaurant scene and renowned beach-culture. Inspired by the grandeur of Moroccan riads, the design pays homage to tradition, with many rooms overlooking the central temperature-controlled magnesium pool, offering a contemporary sanctuary for guests. At the heart of the House are free-flowing communal spaces designed to encourage interaction and connection amongst guests. A discrete haven for travellers, Basq House is an authentic hotel with soul, where you arrive as guests and leave as friends.



## Immerse yourself in a journey of wine

Barossa Valley's [The Station at Kapunda](#) will host its second [Winemaker in Residence](#) program in July and October 2024, featuring one of the world's top 100 winemakers Jeremy Ottawa. The three-day program is a journey of wine from vineyard to glass. Explore the sub-regions of the Barossa Valley and learn directly from vignerons how terroir impacts wine. Delve deep with varietal masterclasses and combine this with your terroir knowledge for a blending session to produce your own bottled wine. All this, while enjoying exceptional local cuisine with matched wines every evening in the quiet luxury of The Station in Kapunda – tickets and packages available [here](#).

## NEWS IN BRIEF

- [Call for papers Australian Indigenous Tourism Conference](#)
- [My Queensland TNQ Tourism Conference](#)

- [New Chair appointed to South Australian Tourism Commission](#)
- [NSW Visitor Economy Strategy Review](#)
- [Robert Irwin confirmed for Perth tourism summit](#)

TOURISM AUSTRALIA



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