



5 May 2021

TOURISM AUSTRALIA UPDATE

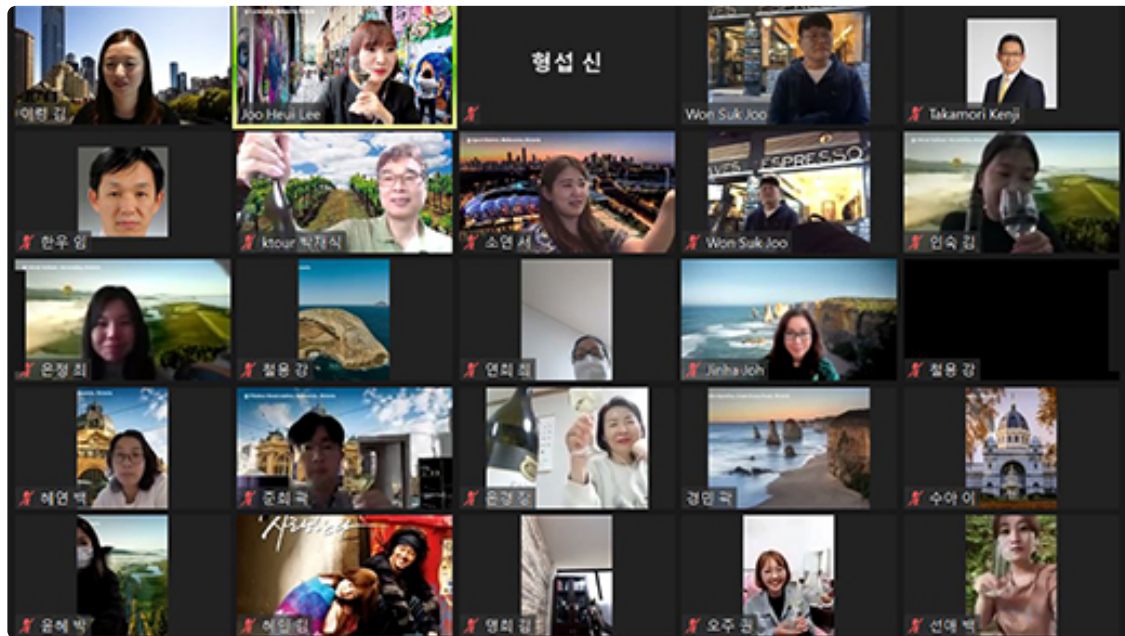
A lot continues to happen in the international space, and our thoughts go out to all our friends and colleagues in India right now as they face another wave of COVID-19.

Last week, Minister Teahan announced the establishment of the [Reimagining the Visitor Economy](#) panel which will be led by former federal Minister for Tourism, the Hon. Martin Ferguson AM. I look forward to working with Martin and the rest of the panel on the development of this really important strategy which will pave the way for our industry's recovery and future over the next decade.

Finally, as I mentioned last week, Tourism Australia will be launching the next iteration of our *Holiday Here This Year* campaign – *Epic Holidays* tomorrow. The campaign encourages Australians to take longer trips where they travel more and spend more, particularly in destinations that typically rely on international tourism. To find out more about how to get

involved, watch this [recording](#) which provides more detail on the campaign.

Phillipa Harrison



SPOTLIGHT ON THE REGIONS - SOUTH KOREA

This week, 'Spotlight on the Regions' features an interview with Jinha Joh, Tourism Australia's Country Manager, South Korea, who shares insights and observations from the South Korean market, as well as updates on key stakeholders and activities to keep Australia front of mind in-market. Read the update [here](#).

TOURISM AUSTRALIA ACTIVITY



Applications open for 2021/22
Business Events Boost
Program



Business events educational
Last week, Tourism Australia's

[Applications are now open](#) for the [Business Events Boost Program 2021/22](#). Managed by Tourism Australia's specialist business event unit, the domestic partnership initiative aims to support industry-led business events marketing and distribution projects. The program has been extended with an additional \$1 million for financial year 2021/22 and aims to support the Australian business events industry following the ongoing impact of COVID-19. The program provides the opportunity to leverage funding and Tourism Australia's expertise to deliver marketing or distribution projects which help drive demand for domestic face-to-face business events. Industry can also register for the [Business Events Boost Program Information Webinar](#) on Tuesday 11 May 2021.

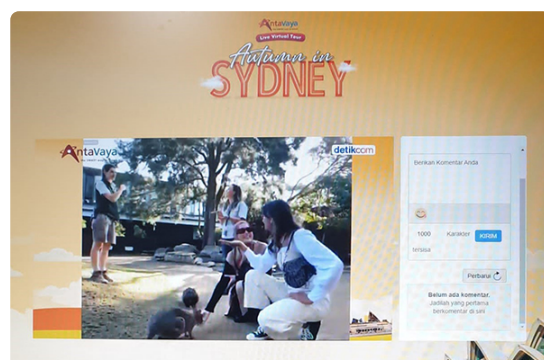
Applications close on 30 June 2021.

specialist unit, [Business Events Australia](#) (BEA), hosted five domestic business events agents and a journalist on a domestic educational to the [Lake House Daylesford](#), part of [the Luxury Lodges of Australia](#) collective. The group experienced products including Dairy FlatFarm, Daylesford Cidery, Lavendula, Convent Gallery and Cliffys. The educational, which is part of BEA's broader recovery strategy, provided the business events agents with the opportunity to experience first-hand Australia's diverse incentive offering and why their clients should [#EventHereThisYear](#). Already the educational has generated two business leads for Australia.



Aussie Specialists share their expertise with Singaporean travellers

Singaporean Aussie Specialists have shared their expert tips for an Australian holiday in a series of



Indonesian travellers enjoyed a virtual tour featuring icons of Sydney

More than 1,100 Indonesian viewers tuned into a virtual tour of Sydney. The two-hour tour was

articles for Australia.com. The articles feature their personal itineraries and recommendations across the themes of Wildlife, Nature and Road Trips and connect them with travellers looking for inspiration for their trip. To drive bookings, these articles will lead to the respective website of the travel agents. Click [here](#) to read the first article in the series.

hosted by [Sarah Azka](#) and [Ana Octarina](#), popular entertainment celebrities based in Sydney. The tour is part of a series of online tours by Antavaya Travel via its media partner, Detik.com. Viewers were taken on a behind the scenes tour of the Sydney Opera House followed by Taronga Zoo. At the zoo, the hosts interacted with adorable Australian wildlife and visited the Sumatran Tiger exhibition which is housed in a replica of an Indonesian village. Destination videos filmed at the Royal Easter Show and Blue Mountains were also aired during the event. Both hosts shared their experiences on social media channels, generating a total of more than 45,000 engagements. Antavaya received overwhelmingly positive feedback from the audience with many noting that this was the best in the series.



‘Open for Business’ bushfire recovery video: Snowy Monaro

The next [‘Open for Business’](#) video in the series has been released. This video features the bushfire affected towns of the Snowy Monaro, in New South Wales 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.

TOURISM INDUSTRY NEWS



Australian Tourism Export Council - Korea Host program

The Australian Tourism Export Council (ATEC) together with Tourism Australia have announced the new Korea Host program. Designed to provide information about Korean culture and how to make guests feel safe and welcome. The 'KOREA Host' industry development program is a commercially valuable brand, endorsed by government and industry leaders of the South Korean travel trade. The 'KOREA Host' learning journey is an interactive online learning program, full of case studies and insights delivered in three 90-minute modules by global tourism marketing experts. Virtual events are taking place in May 2021, [click here](#) for more information and to secure your spot. For further information contact development@atec.net.au.



Tourism strategy panel appointed

The Federal Government has appointed five panel members to advise on the development of [Reimagining the Visitor Economy](#) strategy. The panel members include:

- The Hon Martin Ferguson AM (Chair) – Chair of Tourism Accommodation Australia and Clare Valley Wine & Grape Association
- Ms Leanne Coddington – Chief Executive Officer, Tourism and Events Queensland
- Ms Karyn Kent – Chief Executive, StudyAdelaide
- Ms Kate Lamont AM – owner, Lamont's Wine and Food
- Mr Juan Walker – owner and operator, Walkabout Cultural Adventures



Further support for travel agents

The second round of the COVID-19 Consumer Travel Support Program is now open for Australian travel agents, inbound tour operators and tour wholesalers to apply to access an additional \$130 million in support. Read more [here](#).



Expressions of Interest – Rottneest Island

Rottneest Island Authority is seeking new businesses to ensure the island remains an innovative and exciting holiday destination and that excellent service levels are maintained. Four opportunities are available including new recreational leisure activities, inflatable water park, Aboriginal cultural tourism business and peak season pop ups. Expressions of interest close 3 June 2021. For further information contact [Graeme Perry](#).

AUSTRALIAN STORIES



A sky-high view of White on Whitehaven

Make the ultimate VIP entrance to the White on Whitehaven Long Lunch by Fish D'vine with Skydive Airlie Beach. Getting to this unique



New luxury coastal cabins launch on Phillip Island

Five Acres has launched three unique, luxury farm-stay cabins on Phillip Island, Victoria. Sitting on five acres of rugged farmland, with

dining experience is half the fun. Guests can enjoy a bird's-eye view of the famous white-sand beaches and crystal-clear waters as they tandem skydive into Whitehaven Beach, before enjoying fresh local seafood and gourmet offerings at one of the most anticipated dining events on the region's calendar. Tickets are now available for the exclusive Skydive into White on Whitehaven experience on Saturday 29 May and Sunday 30 May. To take part in this one-of-a-kind experience, visit Tourism Whitsunday's [website](#).



New conservation tour in Exmouth called Island Birds and Whale Sharks

Echidna Walkabout, in partnership with [Exmouth Dive & Whalesharks](#) are set to launch a new conservation tour in Exmouth, WA in March 2022. Guests will get hands-on aboard the eight-day Island Birds and Whale Sharks tour, as they assist with wildlife surveys across a rarely visited island chain in Ningaloo Reef, swim with whale sharks, count endangered rock-wallabies and cruise Exmouth Gulf searching for dugong. With Whale Shark

uninterrupted views over Western Port Bay, each cabin has been beautifully designed and carefully curated with individual personality. Promising an immersive nature experience, the property is a family operated micro-farm with a focus on sustainability and eco-friendly living. Just 90-minutes from Melbourne, Five Acres is the perfect location for singles and couples looking to escape the city and holiday in regional Victoria amongst a backdrop unlike any other. For more information and to book visit Five Acre's [website](#).



Luna Park's new loyalty program, Luna Perk

You can now get more than thrills when you visit Sydney's iconic home of fun, Luna Park, with the launch of the new loyalty program, Luna Perks. The loyalty program places guests in control of earning points to unlock special offers, food, toys, show bags and memorabilia as well as unforgettable and unique park experiences. The more you visit, the more rides you go on, the more fun you have and the more points you score. Luna Perks will be exclusive to Annual Pass holders

numbers declining globally, this work being conducted at Ningaloo Reef is helping this endangered species to thrive. For more information and to book, visit Echidna Walkabout's [website](#).

from June and all other guests from December 2021. For more information, visit the Luna Park [website](#).

NEWS IN BRIEF

- [COVID-19 vaccinations now available for 50yrs+](#)
- [Fourth round of South Australia's Great State Voucher program](#)
- [India flights paused](#)
- [Jetstar to recruit for hundreds of roles](#)
- [National Cabinet Statement](#)
- [Nominations open for the Regenerative Travel Impact Awards 2021](#)
- [Prime Minister remarks re tourism industry in Darwin](#)
- [Tasting Australia presented by RAA Travel is on now](#)

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