



6 March 2024

## TOURISM AUSTRALIA UPDATE

As we all know aviation connectivity is key to our recovery and growth, so I was really pleased to be in Melbourne over the weekend to welcome the inaugural [Turkish Airlines services](#) from Istanbul to Melbourne airport. This is the start of three services per week from this month, with potential to grow to a daily service and other Australian destinations in the near future. The airline is the largest in the world when it comes to destinations (Melbourne is their 346th) and countries (130) served and their connectivity into regional Europe is unmatched including services between 11 cities in Germany with 245 weekly frequencies, eight cities in Italy, and seven cities in France, further adding to opportunities to grow tourism from the region.

As our Indigenous strategy continues to evolve at Tourism Australia, we are pleased with the growing interest in Indigenous tourism, and reconciliation more broadly. This week we will host four more events including a RAP Leadership Forum for those businesses who are

advanced on their RAP journeys; an Indigenous Tourism Forum with our State and Territory Tourism partners; a First Nations Visitor Economy Workshop in collaboration with Austrade, NIAA and key tourism stakeholders; and a Tourism RING Workshop which is a group that formed in late 2022 and includes 26 organisations that have RAPs. These activities also form part of TA's own Stretch [Reconciliation Action Plan](#), which we launched last year at Parliament House last year.

Last, but certainly not least, next week on Wednesday 13 March, our annual Destination Australia conference is on at the ICC Sydney. We are really excited about the [program](#) of speakers for this year including: Skift's Editor-in-Chief Sarah Koppit, to discuss some of the Megatrends for 2024 and beyond; marketing expert James Hurman, who is the Founding partner of *Previously Unavailable*; Qantas' Chief Executive Officer, Qantas International and Freight, Cam Wallace; and aviation analyst and author, Peter Harbison. We also have a great line-up of panellists to discuss the hot topics and issues affecting our industry. Places are filling up fast so if you'd like to join us you can register [here](#).

**Phillipa Harrison**

## TOURISM AUSTRALIA ACTIVITY



### Tourism Australia invites Malaysia trade and media to 'Come and Say G'day'

Last week in Malaysia Tourism Australia and six State and Territory Tourism Organisation partners hosted a two-day roadshow in Kuala Lumpur. Designed to extend the 'Come and Say G'day' campaign messaging and deepening market understanding of Australia's



### Business Events Australia at AIME 2024

Tourism Australia's business events team was out in force to network with the Australian industry, international planners and media at the Asia Pacific Incentives and Meetings Event (AIME) in Melbourne / Narm. To kick off the AIME 2024 program, Business Events Australia hosted the Sunday Brunch at the Royal

diverse experiences the event consisted of a media forum and trade update. Attended by a total of 23 media and over 100 travel agents, the roadshow saw Destination New South Wales, South Australia Tourism Commission, Tourism and Events Queensland, Tourism Western Australia, Visit Canberra and Visit Victoria join forces to conduct a series of comprehensive updates, networking and quizzes. The event received overwhelming response, with delegates appreciating the new and useful updates. The trade event culminated in an appreciation dinner, attended by over 80 guests including Nicole Adamson, Principal Migration Officer Integrity, First Secretary Home Affairs, Australian High Commission, Kuala Lumpur; and Melanie Harris, First Secretary, Trade and Investment Commissioner.



Tourism Australia and Reconciliation Australia conversations with industry

Botanic Gardens, in partnership with Melbourne Convention Bureau. The team welcomed the 150 international buyers and media to Australia and highlighted why there's nothing like Australia for business events. Tourism Australia's Managing Director, Phillipa Harrison was the opening speaker at the ABEA Leaders' Forum, providing an update on 'Australia: Moving beyond recovery towards a sustainable future'. During the session, industry leaders addressed the current key topics for the business events sector, including how to attract and retain the next generation of talent, advocacy for the sector, ensuring sustainable outcomes and the impact of AI. The team also hosted the New Zealand delegation of planners and media for a breakfast. The networking event was a chance to reconnect and to discuss the latest news from Australia including new venues, accommodation, and business events product.



Singapore extends the 'Come and Say G'day' campaign with partnerships and promotions

Last week Tourism Australia hosted a Reconciliation Australia RAP event to promote and advocate the Reconciliation Action Plan (RAP) program with ten tourism businesses and [Reconciliation Australia's](#) CEO Karen Mundine. The event was designed to provide valuable insights on how businesses can start and continue their reconciliation journey. Elevating Indigenous tourism is one of Tourism Australia's strategic priorities, and with our [Reconciliation Action Plan \(RAP\)](#), we are providing opportunities for the broader industry to listen, learn and engage with Indigenous peoples and cultures.

To raise consideration for Australia among Singaporean travellers, Tourism Australia has launched a series of partnerships and promotions kicking off this quarter. Last week the 'Come and Say G'day' campaign was rolled out across multiple offline and online media channels, including paid social posts, YouTube, radio talk shows and more. Tourism Australia also embarked on a partnership with Qantas, running an airfare promotion for great flight deals to Australia. The campaigns were timed around the weekend of the NATAS Travel Fair 2024, Singapore's biggest consumer travel fair, reaching the large portion of high-yield Singaporeans making holiday plans.

## TOURISM INDUSTRY NEWS



### Inaugural National Tourism Award shines light on accessible tourism

The finalists for the inaugural Excellence in Accessible Tourism award have been unveiled ahead of the 2023 Qantas Australian Tourism Awards on 15 March 2024, in Darwin / Gulumerrdgen,



### VTIC launch the Quality Tourism Business Program

Tourism businesses are invited to join 'For the Love of Tourism: Achieving Excellence from the Inside Out,' an exclusive VTIC Quality Tourism Business Program launch event. Hear firsthand from Joanne Pyke, Associate Professor

Northern Territory. This new award category acknowledges businesses that go above and beyond to cater to accessibility needs, emphasising the importance of inclusive tourism. National finalists include Cocky Guides (NSW), Katherine Outback Experience (NT), Big4 Adventure Whitsunday Resort (QLD), Adelaide Fringe (SA), Accessible Accommodation (VIC), and Off the Beaten Track WA (WA). Spinal Life Australia, a sponsor of the award, hopes the new accessible tourism award inspires positive changes within the industry, and encourages other to make improvements to enhance access and inclusion for all visitors. More information on the awards can be [found here](#).

and Director, School for the Visitor Economy at Victoria University and Adele Bergin, a distinguished psychologist with a unique background as a former lawyer, now focusing on psychosocial risk management and managing the VTIC Partners in Wellbeing Program who will be offering insights and strategies to help develop success in tourism businesses and careers. Also receive a preview of the training modules that form the backbone of the new VTIC Quality Tourism Business Program, offering the VTIC community of Quality Tourism Businesses a business training calendar for the year. For more information and to register for this free event click [here](#).

## AUSTRALIAN STORIES



### AAT Kings unveils two new Short Break tours in the Northern Territory

AAT Kings, the premier travel and tourism company renowned for its century old experience crafting exceptional travel moments across Australia, has announced the



### Sydney / Warrane welcomes new contemporary gallery

[ART+](#) Gallery, is Sydney/Warrane's newest art space, located in the central suburb of Potts Point. Showcasing pop art, sculpture and photography from local and international artists, the gallery

launch of two new [Short Break](#) tours in 2024. These exciting additions to the AAT Kings portfolio are designed to meet the growing demand for immersive, time efficient travel experiences in the Northern Territory and are able to be booked efficiently with instant confirmation. AAT Kings Short Breaks offer the perfect solution for travellers seeking unforgettable adventures without the need for extensive time commitments. Ranging from two to five days, these tours provide a seamless blend of iconic sights, local culture immersion, and opportunities to forge new connections.

seamlessly integrates art, dining and experiential elements. ART+ connects both local and global top tier artists with established brands, commercial enterprises and private collectors in the procurement and curation of investment art portfolios. The team at ART+ sphere of expertise extends to the ethereal realms of fine art photography, modern contemporaneity, pop art, and the vibrant pulse of street art. Currently, ART+ takes immense pride in its partnerships with luminaries such as Terry O'Neill, Tyler Shields, Michael Moebius, David Yarrow, and the venerable Douglas Kirkland, among others. ART+ is open Tuesday to Sunday 10am to 6pm and Fridays 10am to 8pm.



### Mona announces new exhibition, Namedropping

A new exhibition, Namedropping, will open at [Mona - Museum of Old and New Art](#) - in June 2024 in Hobart / nipaluna. Featuring around 200 artworks and objects, Namedropping delves into our human nature — we all seek status, but for what? — and goes to the heart of what makes Mona,



### Embark on a First Nations tour in the Blue Mountains

Scenic World invites travellers to experience the Blue Mountains' rich cultural heritage with the [Buunyal Tour](#), an Indigenous experience on Gundungurra Country, hosted by Uncle David King and other Indigenous Australian guides. Hear traditional stories and learn about native

Mona. Including artworks and objects from Mona's own collection, the exhibition will also feature newly commissioned works, loans from international and Australian national and state institutions, artists, and important private collections. Running from 15 June 2024 until 21 April 2025, Namedropping will open at the Gala at Mona. The first allocation of tickets for the usually invitation only Mona Gala, will go on sale in March.

plants and animals with a 120-minute tour, which includes rides on the Scenic Railway, Cableway, Skyway, and 10-minute rainforest boardwalk. Just under two hours drive by car, or a train or tourist bus from Sydney/Warrane's Central Station, the 12-person per group tour is the perfect way to get a deeper perspective of the ancient wonders of the Blue Mountains. Suitable for the whole family. Make your booking at Scenic World's website.

## NEWS IN BRIEF

- [\\$50 million for 50 new Junior Rangers programs](#)
- [Coffee Cups in WA to go compostable](#)
- [Delta Air Lines announces direct flights to Brisbane](#)
- [Iconic WA beach comes alive with 20th Sculpture by the Sea](#)
- [NT Aboriginal Tourism Accelerator Program](#)
- [Tourism Business Capability Subsidy and Energy Efficiency Grants](#)
- [Tourism WA welcomes Routes Asia 2025](#)



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