



7 April 2021

## TOURISM AUSTRALIA UPDATE

Yesterday, New Zealand's Prime Minister, Jacinda Ardern, [announced](#) that New Zealand will be opening up quarantine free travel between our two countries from Monday 19 April. This is an exciting and important step in rebuilding tourism to Australia, and also provides a framework for the resumption of inbound travel from other key international markets in time. Tourism Australia will soon be kicking off our first international marketing campaign in over a year, to remind New Zealanders of all of the incredible experiences that await them across the Tasman, so stay tuned for more information in coming days on the campaign.

Our Market Briefings kick off next week and, if you haven't already, I encourage you to [register to attend](#) these online events. Our in-market teams will provide updates on the state of play in Tourism Australia's key markets along with guest speakers. The briefings will also provide

information to assist with the preferencing process for those attending ATE21.

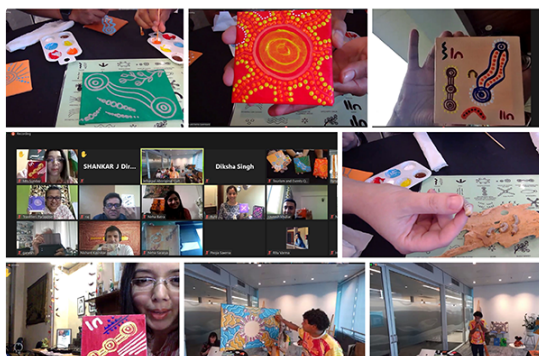
**Phillipa Harrison**



## **SPOTLIGHT ON THE REGIONS - INDIA**

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

## **TOURISM AUSTRALIA ACTIVITY**



**Indian Premier Aussie**



**Popular travelogue to**



## Specialists introduced to Australian Indigenous Art

Tourism Australia in partnership with Tourism and Events Queensland recently conducted an Indigenous painting workshop for its leading Premier [Aussie Specialist](#) Agents in India. Organised by the Gold Coast based, [Jellurgal Aboriginal Cultural Centre](#), attendees of the virtual event were captivated by the stories of the traditional owners of the land, that took shape in the form of art. The workshop reiterated Tourism Australia's renewed focus on introducing Indigenous culture to our key partners from one of the most promising inbound tourism markets for Australia in the future.



## 'Open for Business' bushfire recovery video: Sapphire Coast

The next '[Open for Business](#)' video in the series has been released. This video features the bushfire affected towns of the Sapphire

## showcase Australia in Japan

Popular Japanese television travelogue ABC [Tabi Salad](#) will soon broadcast stories on Western Australia and New South Wales. The weekly Saturday morning show has produced seven episodes from their visit to Australia in March 2020, hosted by Tourism Australia's [International Media Hosting Program](#) with Tourism Western Australia and Destination New South Wales. The series will air from 10 April to 22 May reaching over 8 million Japanese viewers each week. The crew shot undiscovered experiences and unique compelling destinations providing a great opportunity to showcase Australia and keep the audience dreaming about their next holiday to Australia once borders reopen.



## 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

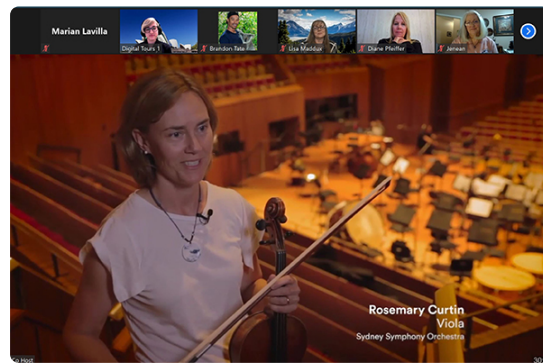
Coast, Bega Valley Shire, New South Wales and can be viewed [here](#). The series is a collaboration between the National Bushfire Recovery Agency and Tourism Australia and illustrates the recovery of communities impacted by the 2019/20 summer bushfires. A total of 15 videos will be released, sharing stories from bushfire affected regions across Australia.

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](#).



### Australia Next New Zealand

The eighth edition of Business Events Australia's (BEA's) [Australia Next New Zealand](#), an inspirational magazine tailored for business events planners, has just been released. The magazine, which comes in a digital and print format, is part of BEA's content strategy and is supported by a media buy with New Zealand business events publication, Meeting Newz. From things that make you think, smile and Instagram to the latest venues, restaurants, and hotels – the magazine is full of bite sized inspiration that is easily digestible



### Aussie Specialist Program Win a Date with a Mate Campaign

Travel advisors from the United States and Canada were treated to an exclusive, virtual tour of the [Sydney Opera House](#) for themselves and an advisor mate last month. The event was an incentive for advisors who sharpened their knowledge of Australia tourism as part of a Valentine's Day campaign. Qualified Aussie Specialists and travel advisors new to the [Aussie Specialist Program](#) were encouraged to complete training modules from 1 to 14 February. Five winners from each group were

and educational to help planners pitch Australia to their clients.

chosen. For the month of February, the campaign delivered an increase of 96 per cent module completion by Aussie Specialists and an increase of 25 per cent module completion by new travel advisors.

## TOURISM INDUSTRY NEWS



### TICT wellbeing and resilience workshops

The Tourism Industry Council of Tasmania has initiated a series of [wellbeing and resilience workshops](#) for owner-operators, employers, management and staff within the Tasmanian tourism industry. Tasmanian-born psychologist, Dr Melanie Irons, Stay ChatTY Foundation's Mitch McPherson and award-winning restaurateur, tourism operator and mental health advocate, Bianca Welsh will share their stories, lived experiences, and provide practical advice on what you can do to build a more positive environment for yourself and your team. There will also be a team



### Insights from Young People in Tourism Survey

The Australian hospitality and tourism industry is at pivotal stage in its development. Resilient and purposeful careers for young people is key to the future of the sector. Chefs, guides, experience managers and all the young talent that our country's destinations rely on are called upon to take a short survey. This will enable decision-makers to clearly hear their perspective on the state of the industry as well as aspirations for a thriving future. So, if you are 36 years and under, add your voice [here](#). This research is being conducted by young people for young people through the [Young](#)



member from Lifeline Tasmania on-hand at each session for anyone who wants to have a more private discussion

[Tourism Network](#) and [Regeneration Projects](#). This survey will take less than five minutes to complete, and responses close 15 April 2021. Access the survey [here](#).

## AUSTRALIAN STORIES



### Visit three islands in one day with River to Bay's new Moreton Bay Tour

Set sail on [River to Bay's](#) newest island adventure, the Best of Moreton Bay Day Tour. Passengers will spend the day onboard River to Bay's state-of-the-art, high-speed vessel as they cruise the beautiful Moreton Bay waters, snorkeling with the fish and marine wildlife at the Tangalooma Wrecks, koala-spotting and sightseeing at Dunwich on North Stradbroke Island and exploring historic sites at St Helena Island. Lunch, guided tours, all safety equipment, and snorkelling gear is included in the tour price. Find out more [here](#).



### Passions of Paradise launches citizen science tour

Cairns-based Passions of Paradise has launched a new Reef [Tour and Eco Experience](#), allowing experienced certified divers to join conservationists and researchers in assessing the health of the World Heritage-listed Great Barrier Reef. Designed for advanced divers with a true commitment and passion for protecting our precious marine ecosystems, this exclusive program takes small groups of up to eight divers out to surveying reef locations to monitor the health of the corals and marine life. To take part or to find out more about this initiative, visit the Passions of Paradise [website](#).



## Thredbo Resort unveils Winter 2021 experience

Thredbo Resort has unveiled its highly anticipated 2021 winter season product offering, including Day Passes, lessons and rentals, alongside a limited number of Season Passes. Kicking off from 12 June (subject to snow conditions) the 2021 season will see the return of the incredible village atmosphere that the resort is renowned for, with a full calendar of events including live entertainment, kids festivals, skiing and snowboarding events, terrain parks and a range of new experiences. One new and highly anticipated event is the Sunrise Sessions which offers exclusive early morning access to watch the sunrise over the Snowies and breakfast at Australia's highest restaurant, before being the first to ski down Australia's Longest Run. For the full calendar of events or to book, visit the [website](#).



## New book-by-cabin superyacht experience, YOTSPACE

Live life like the rich and famous with YOTSPACE, a new book-by-cabin superyacht experience, which offers a range of incredible voyages, including a new adventure to the Great Barrier Reef and Lizard Island. Hop on board the luxurious 35m (115ft) superyacht and delight in six-nights of exquisite food and wine prepared by the on-board chef. Offering some of the clearest waters in the world, this region provides ideal snorkelling conditions to view the vibrant corals and marine life. Guests can explore this magical ecosystem at renowned locations including Mackay Reef, Ribbon Reed and the Blue Lagoon at Lizard Island. Guests can also participate in fishing, water sports or a guided hike to Cook's Look which offers breathtaking panoramic views over Lizard Island. For more information on this luxurious snorkelling adventure, visit the YOTSPACE [website](#).

# NEWS IN BRIEF

- [39 days without a locally transmitted case in Victoria](#)
- [Australia's vaccine roll-out](#)
- [FIFA Women's World Cup 2023 venues announced](#)
- [Heatmap looks at factors impacting COVID herd immunity](#)
- [Licence fees waived for flood impacted communities](#)
- [McKinsey explores five fundamental shifts in the aviation industry](#)
- [Multi-million-dollar boost for Wilpena Pound in the Flinders Ranges](#)
- [Northern NSW restrictions](#)
- [Queensland restrictions](#)



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