



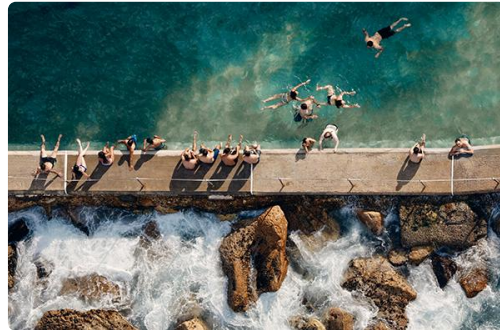
7 August 2024

TOURISM AUSTRALIA ACTIVITY



Chinese celebrity and Condé Nast Traveler China Tasmanian feature

Recently, the Tourism Australia China team invited Chinese celebrity Yu Shi and Condé Nast Traveler media crew to experience



August Hot List released

Tourism Australia has released its latest travel 'Hot List' for August 2024, available to download now on our corporate website. The guide, which includes the latest news and tourism offerings across

Tasmania. During their visit, they immersed themselves in nature, enjoying wildlife encounters and lobster catching. In late July, the Condé Nast Traveler cover story was published, offering [16 pages](#) of high-quality content that vividly portrays Yu Shi's delightful experiences and stories from Tasmania, providing with an engaging look at interactions with locals, and his positive impressions of the destination. This collaboration aimed to attract more Chinese visitors to experience Tasmania's breathtaking nature and discover Australia's unique allure first-hand. To support the activity, a media luncheon event was held in Shanghai, bringing together more than 30 travel media and key opinion leaders (KOLs) to preview a captivating short film featuring Yu Shi's recent journey through Tasmania. The film offered a vivid glimpse into Australia's stunning landscapes and unique attractions. After the event, KOLs shared high-quality stories about Australia on their social media platforms, promoting authentic Australian cuisine and the stunning landscapes of Tasmania.

the country and is updated monthly. The 'Hot List' contains a wrap-up of new places to stay and experiences to enjoy around Australia. This month's collection of everything new and upcoming across the country includes: the launch of [Sunrise Journeys](#), the all-new immersive Indigenous laser, light and sound show at Ayers Rock Resort, Uluru; a new player in the Australian accommodation scene with the opening of [The StandardX](#) in Melbourne / Narrm; the highly anticipated opening of [Supernormal](#) Brisbane / Meanjin with a menu that draws on the cuisines of Tokyo, Shanghai, Seoul and Hong Kong; and the announcement of [DoubleTree by Hilton](#) in Hobart / nipaluna set to open its doors in late 2024. Check it out [here](#).

BUSINESS EVENTS ACTIVITY



Asia Market Activity Highlights

In June, Tourism Australia's specialist unit, Business Events Australia hosted a group of corporate incentive buyers from India in partnership with Melbourne Convention Bureau, Business Events Sydney and Singapore Airlines. The group had the opportunity to experience first-hand why there's nothing like Australia for business events with program highlights including a MasterChef experience at Melbourne Showground, visiting the Koala Conservation Reserve and the Penguin Parade at Phillip Island, a scenic helicopter flight that landed on the pitch at the Sydney Cricket Ground, and a meet and greet with Australian cricketer Brett Lee. Five potential business leads for Australia were generated, with buyers indicating in the post-fair survey they are 100 per cent more likely to consider Australia for their groups. Key insights included the desire for traditional Indian food and bespoke money can't buy experiences to be incorporated into programs. While in China, the team were



Western Market Activity Highlights

In London, Business Events Australia was represented at the Destination Alliance M&I event on 27 June, which was held on the Orient Express train. During the day, 30 conference and incentive planners had the opportunity to network and enjoy the unique hospitality. Insights gathered show Australia is in the consideration set for future incentives and corporate meetings with positive interest in the increased aviation capacity. Whilst in Canada, Business Events Australia attended the SITE Incentive Summit Americas (ISA) in St. John's Newfoundland. SITE ISA brought together top incentive corporate and third-party incentive planners from North America, along with global suppliers for four days of education, networking, and destination immersion. During the event, a focus group was conducted with seven senior incentive planners, where perception, insights and trends were shared. Insights confirmed that Australia continues to be a bucket list destination due to its

joined by eight convention bureaux and Singapore Airlines for their ninth Business Events Australia Seminar in Shanghai. The seminar provided the convention bureaux with the opportunity to provide an update on their destinations to more than 90 buyers. Insights indicate opportunities for larger groups to Australia for 2025 and 2026. The seminar generated 10 business leads for Australia with group sizes ranging from 100 to 1,000 people.

wildlife, culturally enriching experiences, and diverse landscapes. It was also noted that other aspects of Australia's appeal include its commitment to diversity, equity and inclusion, having English as the official language, and being seen as a safe destination. Time and distance continue to be a concern. Clients indicated they would also like to see ground itineraries with per person costs to help sell the destination and were willing to place programs in long-haul destinations in 2024 and beyond.

TOURISM INDUSTRY NEWS



Australian first as Noosa earns EarthCheck silver certification

Noosa Shire has become Australia's first local government area to receive EarthCheck's silver certification, recognising its commitment to sustainability and regenerative tourism. The 14-month collaboration with EarthCheck involved



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:

benchmarking Noosa's environmental performance against global data. This certification, supported by Tourism Noosa, Noosa Biosphere Reserve Foundation, and local energy and water suppliers, highlights Noosa as a leading eco-friendly destination. The achievement promotes Noosa as a pristine, protected environment for eco-conscious visitors, enhancing its reputation in the global sustainable tourism industry. EarthCheck's rigorous certification process aligns with global sustainability standards, offering consumers confidence in their travel choices. Read more about Noosa Shire's commitment [here](#).

20 August – Darwin / Gulumerrdgen
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](#).

AUSTRALIAN STORIES



CinefestOZ rolls out its 2024 program

Australia's largest destination film festival - [CinefestOZ](#) - has announced the release of its 2024 program of films and events, which includes an exclusive preview of



Raes on Wategos expands footprint in Byron Bay for its 30th anniversary

[Raes on Wategos](#), one of Australia's foremost boutique travel destinations, has proudly announced the opening of a

new family comedy Runt starring Celeste Barber, Jai Courtney and Jack Thompson, more than 80 feature, documentary and short films, and a raft of visiting talent from 31 August to 8 September in South-West, Western Australia. The festival is dedicated to showing the best new Australian films and meet-the-filmmaker events at regions cinemas, wineries, small bars, boutique breweries and galleries. Alongside the official film program, festivalgoers will also be able to celebrate the rich Indigenous culture of the Southwest as part of the free Deadly Day; support young filmmakers of the future as part of the Cinesnaps schools' program; and learn more about our flourishing screen industry at the dedicated Industry Program. View the full program online [here](#).



Taste Port Douglas Returns to The Tropics from 8 to 11 August

Australia's favourite food festival in Far North Queensland (FNQ), [Taste Port Douglas](#), will return for its eighth iteration, delivering four

second property in Byron Bay, featuring 10 new suites, set to open in late 2024. The second property, situated in the former Victoria's at Wategos site, a mere one-minute stroll from Raes on Wategos, creates increased amenity and opportunity for guests to experience Raes world-class hospitality and style, in the year of its 30th anniversary. Comprising ten generously sized suites, the property also features several indoor common areas with open log fireplaces, tropical landscaped gardens, and two impressive lap pools. Raes on Wategos will open bookings to its second property in October 2024, with further details to be announced in the coming months.



Sustainable seafood is on the menu at Sailmaker Restaurant

Sydney's most indulgent and sustainable seafood experience has been re-imagined at Hyatt Regency Sydney's [Sailmaker Restaurant](#). The Seafarer Dinner is

days of culinary excellence. This year is set to be its biggest and best festival yet, as for the first time ever, the program will span across both Port Douglas and Cairns / Gimuy. This year's menu entails returning friends of the festival and new faces alike, hosting a smorgasbord of delicious events, masterclasses and tropical parties, backdropped by the reefs and rainforests of tropical Far North Queensland. Local hotspots will welcome a series of chef-led events, including the sell-out long sea-side luncheons, 'A Night of Fire' at Flames of the Forest, the hottest ticket in town, as well as new and exciting event additions that will cater to all ages. Check out the event's full program online [here](#).

a continuation of Hyatt's philosophy of 'Food. Thoughtfully Sourced. Carefully Served', and working with sustainable suppliers is the core mission of the culinary team. The elevated three-course Seafarer Dinner has been created with produce exclusively sourced from sustainable fisheries that practice eco-friendly farming or offer wild caught product. As part of the Seafarer Dinner experience, guests can choose from a selection of six entrées and six mains with standout dishes including Freemantle octopus, Skull Island Prawns and more with a sweets trolley to finish off the evening. The Seafarer Dinner menu is available every evening from Thursday to Sunday. For more information, or to make a booking, visit the Sailmaker [webpage](#).

NEWS IN BRIEF

- [Co-exhibit with Destination NSW at Asia Pacific Incentives and Meetings Event \(AIME\)](#)
- [Destination Management Plan refresh for Alice Springs and MacDonnell Ranges](#)
- [Nature-based tourism boom for NSW](#)
- [New Tourism and Events Queensland Board appoints](#)
- [New Northern Territory Aboriginal Tourism Cultural Tourism Framework](#)
- [Register for Tourism NT's free event - Global Connect](#)
- [SXSW Sydney launches its free event program for 2024](#)



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