



7 February 2024

TOURISM AUSTRALIA UPDATE

As we move into 2024, we continue to edge closer to the recovery of international arrivals to pre pandemic numbers, a big goal we are confident we will reach this year. Supporting this is the return of aviation capacity, with the latest data showing we are almost at 100 per cent of 2019 levels, with 99 per cent of seats scheduled to return in March 2024 (compared to March 2019).

On the weekend Minister for Trade and Tourism, Senator the Hon Don Farrell announced Australia's list of Best Beaches for 2024. The list, which is independently curated each year by Brad Farmer AM, saw Squeaky Beach in Victoria taking out the honors amidst fierce competition. Our beaches continue to be a major driver of demand to Australia, so we were pleased to see wide coverage of our announcement, reminding international media and travellers of our coastal and aquatic beauty.

This week we have our first industry webinar for the year taking place on Friday 9 February at 11am. Guests will include Tourism Tropical North Queensland CEO Mark Olsen talking about the region's recovery and we will also have a chat to our Country Manager, China, Nick Henderson. Register to attend [here](#).

We are also getting closer to our annual Destination Australia conference which will take place at the Wednesday 13 March 2024. We have a great program of speakers planned for the day, with further details to be released in the coming week. We are so looking forward to seeing you there as we plan for a tourism future of sustainable growth and move beyond recovery. More details on the program and to register are available [here](#).

Phillipa Harrison

TOURISM AUSTRALIA ACTIVITY



Register for Tourism Australia's February Industry Webinar

The first Tourism Australia Industry Webinar for this year will take place this Friday, 9 February at 11am AEDT. Along with an update from Tourism Australia's Managing Director, Phillipa Harrison, we will be joined by Tourism Tropical North Queensland's CEO, Mark Olsen who will give an update on the region following the recent weather events. Tourism Australia's new Country Manager, China, Nick Henderson will also join to provide an update on the China market. Register to attend [here](#).



2024 Tourism Australia Media Kit

The 2024 Australia Media Kit is available to view from the [Resources for Media](#) page on the Tourism Australia corporate website. Featuring over 80 pages the media kit is packed with new PR content including: overviews of each state and territory, what's new and happening in the year to come and beyond, travel trends, and story ideas for international media.



Tourism Australia collaborates with Singapore Airlines in India

Tourism Australia and Singapore Airlines are jointly promoting travel to Australia via discounted promotional fares to entice holiday travellers over the peak Indian summer holiday season. The campaign is running over print, digital and social media platforms and leveraging the creative messaging of Tourism Australia's global campaign 'Come and Say G'day'. The campaign has been timed to coincide with the peak travel planning period and will be live till end February. To supplement the campaign with an extension to boost holiday travel through the non-peak periods, another advertising burst is planned during the April to June period.



Indians invited to 'Come and Say G'day'



Register for Destination Australia 2024

In India, Tourism Australia is currently inviting Indian's to 'Come and Say G'day' via a campaign running over digital, social, Out of Home and Cinema platforms. The campaign includes amplification of video imagery on big screens throughout the country. The outdoor campaign is supported by aspirational content on Meta, Youtube, and leveraging sporting broadcasts including the Australian Open to reach the high value traveller target audience. The campaign includes assets in premium malls and arterial city junctions and areas that have a high density of relevant target audiences in Mumbai, Delhi and Bengaluru, as well as cinema placements in luxury theatres.

Registration to attend the 2024 Destination Australia Conference are currently open. The conference themed 'The next chapter for sustainable growth', will be an opportunity for industry to come together and focus on the future of Australian tourism - in the year we hope we will exceed 2019 levels of visitation and spend. The full day conference, followed by a networking event will take place at the International Convention Centre (ICC) Sydney on Wednesday 13 March, register to attend [here](#).

TOURISM INDUSTRY NEWS



Tourism Exceptional Assistance Grant

The Tourism Exceptional Assistance Grant is provided under the joint Commonwealth and State Disaster Recovery Funding Arrangements, and is to support the recovery of tourism operators isolated by the impacts of Tropical



Aboriginal Cultural grants open

A range of funding grants are open for First Nations communities and organisations. Applications for [grants for NAIDOC Week activities](#) close on 22 February 2024.

Applications for the Create NSW Arts and Cultural Funding Program 2023/2024 Round 2 are open, find

Cyclone Jasper. Tourism businesses located in Cairns, Douglas, Tablelands, Cassowary Coast, Hope Vale, Wujal Wujal, Cook, Mareeba and Yarrabah Local Government Areas are eligible to apply for funding support. Applications opened on Monday 5 February 2024 and will close on 11 March 2024 or until the funds are exhausted. Find out more [here](#).

out more [here](#). Applications for [NSW Aboriginal Affairs Cultural Grants](#) are also open until 26 February for projects that strengthen, protect and maintain traditional and contemporary expressions of culture.

AUSTRALIAN STORIES



Celebrate the ocean with Bondi festival's return

The annual [Volvo Ocean Lovers Festival](#) returns to Bondi in Sydney/Warrane across 23-24 March 2024. A jam-packed program of events, the festival features expert panels discussing the future of the oceanic ecosystem, artists celebrating their love of the water and plenty of ocean-friendly activities. The program at Bondi Pavilion and surrounds offers markets, music, art, workshops, and activities plus two full days of talks anyone can rock up to for some science in your swimmers. The popular 'Big Bondi



Iconic South Australian winery revitalizes on-site restaurant

[LVN](#), a farm-to-table experience weaving together the tastes and stories of the farmers, fishers, producers and micro-seasons of the Adelaide Hills, is now open for bookings. The latest iteration of beloved Adelaide Hills winery Bird in Hand's onsite restaurant, LVN's menu of seven to ten dishes, designed by hatted chef Jacob Davey, is set to include pipis and coastal fruits from the south of Adelaide, sheoak and kangaroo from Adelaide Hills, and mutton bird and wallaby native to northern Tasmania. The restaurant will also

Beach Clean' with 'Take 3' will also return, alongside Ocean Lovers Talks and adults and kids [workshops](#) ranging from freediving and hypnotics to art classes and origami whales. Visit the website for more details and the full Festival program as it's unveiled.

be home to Bird in Hand's rare museum wines, curated by senior winemakers and made available exclusively to restaurant guests. LVN's naturally lit and spacious interior has been designed to highlight the restaurants parallel focus on art, with a curated collection of international and local artists brought together by wine's central place amongst art, design, and culture.



Two Australian icons create a New World of Whisky

Quay and Bennelong Executive Chef Peter Gilmore has been announced as the official Brand Ambassador for Tasmania's [LARK Distilling Co.](#) He will work closely with Tasmanian whisky pioneer Bill Lark and the LARK team on a number of campaigns and experiences to showcase the very best of Tasmania's world-class Single Malt Whisky, matched with innovative and meticulous gastronomy. Peter describes his cuisine as food inspired by nature and as a passionate gardener with a seven-acre farm south of Hobart, he was one of the first chefs in Australia to embrace heirloom varieties of vegetables. The



Soak in serenity at Cunnamulla Hot Springs

Stop, rejuvenate, and sink into the mineral-rich artesian springs at [Cunnamulla Hot Springs](#), a captivating wellness oasis nestled by the Warrego River in Outback Queensland. The series of pools, each heated by geothermal activity to different temperatures, are complemented by a cold plunge pool, sauna, steam room, and a relaxation room. What's more, guests can sink into the pools as dusk sets in, offering a unique way to lose yourself in the stunning starry skies of the outback. Located 750 kilometres west of Brisbane/Meeanjin, Cunnamulla Hot Springs is a perfect road trip pit stop, and is also accessible via

announcement coincided with the official launch of LARK's first Lunar New Year Single Malt, Year of the Wood Dragon Release.

buses departing on Fridays and Saturdays.

NEWS IN BRIEF

- [Great Fishing Adventures of Australia - Issue 2 Allure Magazine](#)
- [American Airlines takes flight for Brisbane](#)
- [Appetising Program for Melbourne Food and Wine Festival](#)
- [Cairns welcomes back direct China flights](#)
- [Emirates announce relaunch of Perth Dubai flights](#)
- [Emirates will once again fly direct to Adelaide](#)
- [Growing Queensland Business Roadshow webinar](#)
- [Qantas announces new Darwin Singapore route](#)
- [Register for Tourism Tasmania's market segmentation masterclass](#)
- [Registrations open for Queensland Showcase Product Workshop](#)
- [SXSW Sydney 2024 online webinar](#)
- [Tourism Towards 2030 Conference](#)
- [Tourism Investment Monitor | Tourism Research Australia](#)
- [Unmissable Holiday Deals in Queensland](#)
- [Victorian Government support: Midsumma Pride March](#)
- [Vivid Sydney Local Business Opportunities webinar](#)

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