



8 May 2024

TOURISM AUSTRALIA ACTIVITY



New Regional General Manager, Tourism Australia, United Kingdom

Tourism Australia has appointed its new Regional General Manager for the UK and Northern Europe, Andrew Boxall. With more than 25 year of tourism industry experience, Andrew has worked internationally across the Middle



Seller applications to attend G'day Australia open

Seller applications to attend [G'day Australia 2024](#) are now open. The event will be held from 14 to 17 October 2024 in Perth / Boorloo, in partnership with Tourism Western Australia. G'day Australia 2024 is a combined training workshop and familiarisation event held

East, India, Europe, and the UK and most recently was the Flight Centre Travel Group's executive general manager for supply and partnerships in the UK and Europe and managing director for Germany. Andrew will step into the London-based role from Monday 15 July 2024 following the departure of Sally Cope, who announced in January that after six years she would be departing the role on 30 June to return to Australia. As we welcome Andrew to Tourism Australia, we would also like to acknowledge Sally's fantastic contribution both in the UK, Northern Europe and in Australia.

exclusively for Aussie Specialist Agents from retail outlets and key wholesaler/tour operators from all of Tourism Australia's key markets. The 300 Aussie Specialists attending G'day Australia 2024 will meet with approximately 130 Australian tourism operators during the workshop and networking events. High demand is anticipated for the event and oversubscription will be managed in line with the selection criteria and in conjunction with state and territory tourism organisations to ensure quality appointment schedules. Seller applications close on Friday, 7 June 2024.



Tourism Australia returns full force to Indonesia with BCA Australia Travel Fair

From 2 to 5 May, BCA Australia Travel Fair made a return to the heart of Jakarta, Indonesia. The event is Tourism Australia's mainstay consumer event in the region, organised in partnership with Bank Central Asia (BCA). The official event invited Indonesians to immerse in a slice of Australia's natural beauty, unique wildlife and world-famous hospitality; and enjoy



DAE Connect to Country digital magazine - latest issue launched

Issue seven of [Connect to Country](#) magazine, dedicated to telling the stories of Tourism Australia's, Signature Experiences collective, [Discover Aboriginal Experiences](#) members, is out now. This issue is filled with unique Aboriginal guided experiences such as taking the plunge into some special swimming spots, where culture and heritage collide, to movie locations

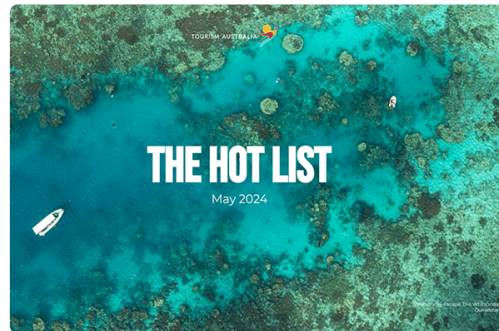
limited-time benefits such as BCA Cashback, promotional air fares to Australia, attractive deals on resorts and attractions, plus exclusive merchandise from Warner Bros. Movie World Gold Coast Theme Park. Throughout the fair, Aussie Specialists were stationed to help visitors plan their next big Aussie adventure. The event garnered a strong crowd and received compliments from trade partners and consumers, particularly for the experiential zones and photo walls that transported visitors to Australia and generated enquiries with the Aussie Specialists.



Register for Tourism Australia's May Industry Webinar

Tourism Australia's May Industry Webinar will take place on Friday 10 May at 11am AEST. This month along with our regular update from Tourism Australia's Managing Director Phillipa Harrison, Matt Tripolone, Managing Director – Australia & Pacific, IHG Hotels and Resorts will join the session. Additionally 'Friend of Australia' and Founding CEO at Citizens of the Great Barrier Reef, Andy Ridley will join the webinar to talk

where you can learn some older, epic tales from the Traditional Owners of the land. The magazine discusses the concept of seasons and how the number of seasons in a year vary between Aboriginal clans across different regions of Australia and features transformational journeys that blend the cultural and spiritual with the therapeutic.



May Hot List released

Tourism Australia has released its latest travel 'Hot List' for May 2024, available to download now on our corporate website. The guide, which includes the latest news and tourism offerings across the country and is updated monthly. The 'Hot List' contains a wrap-up of new places to stay and experiences to enjoy around Australia. Check it out [here](#).

about the work his organisation is doing to protect this important Australian icon. Register to attend the webinar [here](#).

TOURISM INDUSTRY NEWS



Bundaberg Tourism and Southern Great Barrier Reef experience providers pioneer inclusive tourism initiatives

[Bundaberg Tourism](#), thanks to a grant from the Queensland Government, is gearing up to implement a variety of inclusive tourism initiatives aimed at setting accessibility standards in the region. Plans include introducing sensory audio guides suitable for all abilities, launching a digital guide to facilitate inclusive trip planning, and organising a sensory-friendly event. The project is set to commence in the coming months and will conclude in early 2025. For more information on the Access Project Grant program, visit the Queensland Government Department of Tourism and Sport website [here](#).



Program to boost visitor economy workforce in regional NSW

A \$1.4 million campaign to encourage young people, First Nations Australians, seniors and people living with a disability to pursue a career in tourism is being rolled out across regional NSW. Funded by the [Australian Government](#) and delivered by [Destination NSW](#), the NSW Choose Tourism Program will address industry workforce shortages by encouraging Australians to pursue a career in the visitor economy while helping operators to attract, retain and upskill staff. Expanding on the success of the 2022–23 pilot program tailored for the NSW South Coast, the new roll-out will include five diverse initiatives to help bolster the tourism sector workforce in regional areas across the state. Find out more [here](#).

AUSTRALIAN STORIES



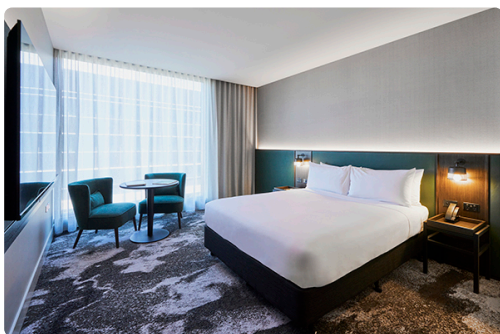
Spotlighting Shoalhaven's local culinary talents and produce

The Shoalhaven Food Network is celebrating its culinary excellence throughout May and early June in its Autumn Celebration of Food. Together with Locay, the two are putting a spotlight on the exceptional local produce, innovative accommodation, and the skillful talent that calls the Shoalhaven region home. From a [Charcuterie Masterclass](#) at Martin's, [Paint 'n' Graze](#) at Neck of the Woods to a [Bistecca and Fire Long Table Dinner](#) at Woorowing Heights, the program has something for everyone. Locay has also curated a [guide](#) to Shoalhaven's top boutique stays, so travellers can make the most of the exciting culinary festival. Browse the program and purchase tickets [here](#).



All-new Indigenous inspired experiences debut at Uluru

As [Ayers Rock Resort](#), Uluru marks its 40th birthday, the world-renowned operator has announced two brand-new Indigenous inspired, culturally immersive experiences. [Sunrise Journeys](#) is set to shine a light on Anangu artists in a mindful light and sound experience. As the red earth warms under the rising sun, take a seat on the sustainably constructed floating platform overlooking Uluru and Kata Tjuta, and watch the artwork as it is recreated on the vast, dark desert landscape below using cutting edge laser and light projection technology. [Australian Native High Tea](#) is a new culinary experience that celebrates native ingredients sourced from Central Australia and around the country, designed for guests seeking to rest and reconnect after a morning of exploring Uluru-Kata Tjuta National Park. Both experiences are now available for booking with dates starting from August 2024.



Novotel & ibis Styles Melbourne Airport prepares for take off

The dual-branded [Novotel](#) and [ibis Styles](#) Melbourne Airport hotel is getting ready to officially start checking-in guests from 1 July 2024. The hotel will offer travellers all the luxuries and amenities of a city hotel within easy walking distance of Terminal 4. The \$230 million hotel development boasts 464 stylishly designed guest rooms split across Novotel (248 rooms) and ibis Styles (216 rooms) located within The Hive precinct. Venues Small Holdings Cafe, Boccata Restaurant and Wine Bar and Amber State Taphouse and Kitchen are all located close by for a pre or post flight feed. Guests at both properties, as well as commuting passengers can also take advantage of access to Higher State, Melbourne's first airport health and wellbeing club. For further information, please visit [all.com](#).



Illuminate returns to warm up Adelaide / Tarntanya

Prehistoric creatures, flaming sculptures, internationally renowned music acts and more will light up Adelaide / Tarntanya this winter as [Illuminate Adelaide](#) returns for its fourth year. From 4 to 21 July, an interactive program of ticketed events, music performances and free installations will take over Adelaide, celebrating art, light, music, and technology, supporting almost 150 local, national, and international artists – including 62 from overseas. A highlight of the ticketed program is [Fire Gardens](#) at Adelaide Botanic Garden where visitors will witness over 7,000 giant handcrafted fire pots, enchanting candlelit archways, captivating kinetic and flaming sculptures. Last year, the event achieved an all-time high attendance of 1.3 million people and a record-breaking \$54.3 million for South Australia's visitor economy, with nearly 34,000 visitor nights generated. View the full program [here](#).

- [Destination NSW Experience Development workshops](#)
- [Nominate for the Destination IQ Young Achiever Award](#)
- [Nominate now for SA Tourism Awards](#)
- [Vivid Sydney 2024 Local Business Program is live](#)



tourism.australia.com

[Privacy Policy](#) | [Terms and Conditions](#) | [Contact Us](#)

This email was sent to bpelly@tourism.australia.com
To ensure that you continue receiving our emails, please add us to your address book or safe list.

[Unsubscribe](#) or [manage subscriptions](#)

Got this as a forward? [Sign up](#) to receive our future emails.

