



9 December 2020

TOURISM AUSTRALIA UPDATE

Over the weekend, you might have seen that Tourism Australia released the next phase of our *Holiday Here This Year* campaign. The campaign encourages Australians to give the gift of travel this festive season by inspiring travellers to help give back to tourism operators and communities across the country. We hope that with domestic travel restrictions continuing to ease, those consumers who have the means to, will take the opportunity to reconnect with loved ones while enjoying one of the many experiences on offer across Australia, from a city staycation to a winery tour, a surf lesson or a wellness retreat. Further information on the campaign can be found below.

I am so pleased to hear the news from Western Australia that they are opening their borders to New South Wales and Victoria. This is a huge milestone for our recovery and really significant news for tourism operators throughout WA. It is also fantastic to see case numbers remaining low. This, along with interstate borders continuing to open, is a good sign we are on track for a happy and prosperous holiday season.

Phillipa Harrison



AUSTRALIANS URGED TO GIVE THE GIFT OF TRAVEL THIS HOLIDAY PERIOD

With domestic travel restrictions continuing to ease, Tourism Australia has released the next phase of its *Holiday Here This Year* campaign. The latest domestic marketing push is urging Australians to give the gift of travel this festive season, by inspiring travellers to help give back to tourism operators and communities across the country. Those consumers who have the means to are being encouraged to reconnect with loved ones while enjoying one of the many experiences on offer across Australia, from a city staycation to a winery tour, a surf lesson or a wellness retreat. Federal Tourism Minister Simon Birmingham [said](#) gifting a tourism experience would provide an opportunity for people to spend quality time with loved ones, while also providing a much-needed boost

for Australia’s hard-hit tourism industry. Download the *Holiday Here This Year* industry toolkit [here](#).

TOURISM AUSTRALIA ACTIVITY



Australia kept top of mind for Indians

To maintain Australia’s attractiveness and desirability amongst Indian high value travellers, Tourism Australia is leveraging the Border-Gavaskar cricket series, to inspire potential travellers and drive visitation once borders open. Australia has been showcased on SonyLIV and ESPNcricinfo with this activity complimented by advocacy support from popular Australian cricket personalities David Warner and Brett Lee and Indian Instagram influencer, Danish Sait and a branded content partnership with BuzzFeed. Aussie Specialist Program agents have also undertaken webinar training and supported by contests and the launch of an Instagram filter to ‘virtually’ support their favourite team.



The ‘Great Aussie Challenge’ goes digital

The annual Great Aussie Challenge, a night that offers agents an evening of networking and entertainment while also brushing up on their Australian knowledge, was recently held online by Tourism Australia’s United Kingdom Aussie Specialist Program team. The change to digital proved just as popular, with 93 agents taking part, competing for the prize of a one-year subscription service of Australian wine. UK-based comedy event company, Bogan Bingo, hosted the challenge, putting participants’ Australian knowledge to the test. Despite COVID-19 still having a significant impact in the UK, many agents remained highly engaged and keen to spend time learning about Australia.



Australia Marketplace Online – China

Last week saw the third Australia Marketplace Online event take place, this time with the China market. The event brought together over 150 Australian sellers and over 160 buyers and media delegates from across China, Hong Kong and Taiwan. Over two days, more than 6,400 one-to-one appointments took place as well as daily conference sessions and panel discussions. Recordings of these can be [viewed here](#). The virtual event format has received positive feedback from industry who were able to digitally meet with friends and colleagues, most of whom they may not have seen this year due to the Covid-19 crisis. The next event in the Australia Marketplace Online series is Japan which will take place from 4 to 5 February 2021.



High value Japanese travellers enticed Downunder

The December edition of high-end Japanese travel magazine [CREA Traveller](#) features nine hotels and lodges from the [Luxury Lodges of Australia](#) collection. The 12-page feature published on 4 December 2020 profiles Longitude 131o, Bamurru Plains, El Questro, Lake House Daylesford, Saffire Freycinet, Silky Oaks Lodge, Cape Lodge, Emirates One & Only Wolgan Valley and Lizard Island and is available in Japanese bookstores.



Giant Cairns snorkeler arrives in Sydney

A giant snorkeler appeared in Darling Harbour last week inviting Australians to holiday in Cairns and the Great Barrier Reef. The activation ran from 3 to 5 December as part of Tourism Tropical North Queensland’s ‘[Summer Great. Leave Greater](#)’ campaign co-funded by Tourism Tropical North Queensland and Tourism and Events Queensland. The campaign showcases unique tropical summer experiences encouraging holidaymakers to fly to Cairns where one in five people’s livelihoods depend on tourism.



Working Holiday Maker Report released

The Joint Standing Committee on Migration tabled its [final report](#) on its inquiry into the Working Holiday Maker program. During the inquiry, the Committee received highly compelling evidence on the ongoing importance of the Working Holiday Maker program to Australia. Working Holiday Makers make a significant contribution to Australia, not only through their tourism spending, but by supplementing the seasonal workforce, and through cultural exchange.

AUSTRALIAN STORIES



New Year Street Feasts take the party outside

The City of Melbourne, the Victorian Government and Melbourne Food & Wine Festival have announced a New Year celebration that will bring Melbourne’s streets to life with open-air dining, unlike anything Australia has seen before. Taking inspiration from the piazzas of Europe, New Year Street Feasts will open precincts around Melbourne – from the Paris end of Little Collins Street right through to Hardware Lane, with diners enjoying more than 50 venues across the two days (31 December 2020 to 1 January 2021). Setting the stage for thousands of people to ring in the New Year with friends and family at some of Melbourne’s best-loved restaurants and bars, New Year Street Feasts will also support businesses after a difficult year. The full program is available [here](#).



New Air Safari journeys

Abercrombie & Kent have launched three new Air Safari itineraries on board a private, luxury Citation X jet for parties of up to eight passengers. The luxury journeys immerse guests in exclusive excursions, include the finest accommodation and dining and visit exotic destinations not easily accessible by commercial carriers. The new private jet itineraries include an eight-day journey from the ancient gorges of Adels Grove to the rugged Kimberley region and tropical oasis of Ningaloo Reef; a nine-day trip through Western Australia, South Australia, and King Island, showcasing the Nullarbor to the regal Flinders Ranges and the winding waters of the Murray River; and an eight-day adventure from Coober Pedy to the Queensland outback and the coastal idyll of Hamilton island. For more information visit the [website](#).



Nine new rides at Luna Park Sydney in 2021

Luna Park Sydney has announced a \$30 million upgrade, bringing nine new rides to the park in 2021. The upgrade to one of Australia’s best-known attractions includes six new children's rides, a thrill ride, a family roller coaster as well as a new Big Dipper, which will be the first inline seating launch roller coaster in the world. This investment will turn Luna Park into a world-class amusement park, fit for the 21st century. The upgrade will also create hundreds of new jobs and help boost local tourism and the economy. Ride construction will commence in February 2021, with the amusement park temporarily closing from 27 January and set to reopen in mid-2021. For more information visit the Luna Park [website](#).



New yoga and wellness retreat in South West WA

[Nullarbor Traveller](#) has launched its new *4 Day South West Yoga & Wellness Glamping Adventure*, the first of its kind in Australia. Designed for locals, by locals, this retreat is the ultimate digital detox. Guests are encouraged to connect with their mind, body, and country as they experience the best of Australia’s South West. After nourishing their bodies with the region’s freshest local produce - straight from farm to plate, guests can partake in an array of wellness activities including guided meditation and yoga on pristine beaches and hikes led by inspirational local leaders. Departing monthly, the full itinerary can be viewed [here](#).

NEWS IN BRIEF

- [Borders open to Western Australia from Victoria and New South Wales](#)
- [Charting the COVID spread in Australia](#)
- [Importance of WHMs to Australia affirmed in Committee inquiry](#)
- [Mass coronavirus vaccinations](#)
- [Northern Territory welcomes back international students](#)
- [Queensland investing \\$40million in the Great Barrier Reef](#)
- [Queensland to launch a new campaign to attract workers](#)
- [Rolling back of NSW COVID restrictions](#)
- [South Australia announces second round of Great State vouchers](#)
- [The Furnace premieres at Perth Festival](#)
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