

Essentials



28 January 2026

Tourism Australia Activity



Register for Tourism Australia's Industry Webinar

Tourism Australia's first industry webinar for 2026 will take place on Friday 6 February at 11am AEDT. Newly appointed Managing Director, Robin Mack will provide an update on the latest state of play for Australian tourism including an update on Tourism Australia's activities. Also joining the webinar will be industry guests Suzana Bishop, CEO Tourism and Events NT and Grant Wilckens, G'day Groups, Founder and CEO. Register to attend [here](#).



Australia.com Marketplace feature launches in Germany

The Australia.com key distribution partner 'Marketplace' campaign launched in Germany earlier this month, strategically timed to capture the market's peak booking period through to 8 March. Featuring offers from five key distribution partners, including Best of Travel Group, Boomerang and TravelEssence as well as new additions Volat TWO and trendtours Touristik. The campaign features 15 bespoke offers tailored specifically for German travellers. The activation leverages a mix of media including native, display and social placements with tracking on Australia.com to drive and measure partner leads. The initiative reflects a shared commitment to conversion-driven growth in the German market.



'Echappées Belles' exclusive preview in Paris

The Tourism Australia team in France hosted an exclusive preview screening of the new 'Echappées Belles' travelogue episode dedicated to Western Australia. Held at the Australian Embassy in Paris with around 60 guests attending, including travel trade partners, media representatives and members of the France Télévisions team. The evening was co-hosted by Her Excellency Lynette Wood, Australian Ambassador to France, and Tourism Australia. The event included a Q&A session with the show's host, Jérôme Pitorin. The 90-minute episode takes viewers on a journey through some of Western Australia's most spectacular landscapes, from the remote Kimberley region in the north to Cape Leeuwin in the far south-west. The episode was produced in collaboration with Bo Travail, France Télévisions, Tourism Australia and Tourism Western Australia. The episode aired on Saturday 17 January during prime time on France 5 (TV), with over 1 million viewers tuning in.



Qatar Airways partner campaigns now live

Tourism Australia has partnered with Qatar Airways for the first time to launch cooperative campaigns in the United Kingdom, Germany, France and Italy. Timed to leverage one of the key booking periods for long-haul travel, the campaign features a tactical offer with the aim to convert demand for Australia and drive urgency to book flights with Qatar Airways. The digital campaigns will run until the end of February.

LUXURYTIMES Award: The World's Best Destination National Tourism Bureau

Tourism Australia was recently named 'The World's Best Destination National Tourism Bureau' at the LUXURYTIMES 2025 Global Luxury awards in China. This award celebrates world-class destination creation, acknowledging Australia's immersive offerings, from its natural landscapes and unique culture to its premium services, which leave global travellers with memories that last a lifetime.

Tourism Industry News



Register to attend Destination Australia

Registrations for Destination Australia 2026 are now open. The event will take place on Thursday 19 March at Centrepiece Melbourne Park. The theme for 2026 is 'Accelerating future growth, competitiveness, and sustainable tourism and as always, a range of topics will be covered including aviation, sustainability, marketing and distribution trends, market insights and much more. Register to attend [here](#).

Early bird tickets now on sale for 2026 Global Sustainable Tourism Summit

Ecotourism Australia's Global Sustainable Tourism Summit returns in 2026, supported by Tourism Australia and host destination the City of Gold Coast. The Summit, running from 2 to June 2026, will gather sustainability changemakers to explore how the Australian visitor economy can champion the four pillars of sustainability, including driving positive environmental outcomes, protecting culture, creating socio-economic benefits, and building resilient businesses. [Early bird tickets are on sale now](#), with significant discounts available for Ecotourism Australia members.

Australian Stories



Melbourne Art Fair unveils exhibition highlights for February 2026

[Melbourne Art Fair](#) returns for its 19th edition from 19 to 22 February 2026, transforming the Melbourne Convention and Exhibition Centre into Australia's premier contemporary art hub. Over 60 leading galleries and Indigenous-owned art centres will converge in the heart of the city to showcase ambitious large-scale installations, sculpture, and video works. A major highlight this year is the debut of [FUTUREOBJEKT](#), a dedicated 600-square-metre salon featuring collectible design and contemporary architecture from over 20 compelling Australian voices. Visitors can explore curated exhibitions, attend artist-led workshops and experience the [CONVERSATIONS](#) panel series hosted in 'The Bubble', a unique inflatable structure. From world-class First Nations art to cutting-edge international design, the fair transforms Melbourne / Narrm into a meeting place for the curious and the devoted.



Capella Sydney celebrates the Year of the Horse

Luxury fashion meets heritage hospitality as [Capella Sydney](#) partners with Australian Chinese designer LEO LIN to celebrate the Year of the Horse. Located in Sydney / Warrane's historic sandstone precinct near Circular Quay, the hotel will host a series of exclusive cultural and culinary experiences from 13 February to 3 March 2026. The collaboration centers on an immersive celebration package, where guests booking directly receive an exclusive LEO LIN silk accessory set. Those staying in the Capella Suite are also gifted a limited-edition luxury Mahjong set, featuring signature motifs from Lin's New Year capsule collection. Visitors can further indulge in a bespoke Lunar New Year Afternoon Tea at Aperture or enjoy themed cocktails at the elegant McRae Bar. Complementing these offerings are traditional rituals, including lion dancing and calligraphy, designed to honor heritage with modern luxury.



Geelong's new waterfront landmark



Paper Tiger returns to Adelaide / Tarntanya

The [Crowne Plaza Geelong](#) has officially opened on the vibrant waterfront of one of Victoria's most exciting coastal cities. Representing a \$120 million investment, this new-build hotel signals a fresh energy for the region, situated just steps from the soon to open [Nyaa! Banyu! Geelong Convention and Event Centre](#). The hotel features 200 rooms and suites designed with coastal tones and refined comfort with many offering soothing views across the bay. Guests can gather at Sociali Trattoria & Bar for handmade pasta or head to The Skyline Bar on level 10 for panoramic sunset cocktails and local craft spirits. With an indoor heated pool, a well-equipped gym, and eight light-filled event spaces, the hotel provides a sophisticated base for those traveling for sport, business, or leisure in regional Victoria.

Malaysian and Indonesian flavours have triumphantly returned to Adelaide's East End with the reopening of [Paper Tiger](#) on Rundle Street. After a devastating fire in early 2025, the beloved South Australian venue has been completely reimaged, featuring a state of the art kitchen and a refined culinary direction that distinguishes it from the city's broader Asian fusion scene. Led by Chef Benjamin Liew, the menu evolves Paper Tiger's signature style with premium share-plates, including Southern Rock Lobster infused with XO Hennessy Cognac and a Berkshire pork tomahawk. Beyond the plate, the venue now transitions into a sleek late-night cocktail lounge on weekends, complemented by its high-energy sister bar, WAX, located upstairs. Open daily for dinner and Thursday through Sunday for lunch, Paper Tiger offers a sophisticated, spice-driven gateway to Southeast Asia in the heart of the city.

News in brief

- [Accommodation Australia Hotel Occupancy End of Year Report](#)
- Applications open for [Vivid Sydney 2026 Local Business Program](#)
- [Australia Day 2026 Honours List](#)
- [Queensland's Tourism Support Hub](#)
- [Regional Tourism Forum Riverina Murray](#)
- [Register for SATC Industry Webinar in February](#)
- [Register now for TEQ's Global Market Briefings](#)
- [South Australia's Experience Development Program EOI open](#)
- [Tourism & Transport Forum \(TTF\) industry luncheon series](#)



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