

Master Stroke Sees Queensland Host Art of Attraction Tourism Summit

Queensland's Sunshine Coast will host the 2022 Art of Attraction Tourism Summit and two associated national niche tourism awards from 2- 4 March.

Summit organisers Awards Absolute have entered a major partnership agreement with Sunshine Coast Council and the region's tourism body, Visit Sunshine Coast.

Awards Absolute's Managing Director, Liz Rivers, said they were thrilled to partner with Sunshine Coast Council and Visit Sunshine Coast to keep the conference and Awards within the region for one more year.

"Returning to the Sunshine Coast in 2022 will give our delegates an opportunity to experience another destination within the region, with The Events Centre Caloundra chosen as the 2022 Summit venue," she said.

The Art of Attraction is a unique event collective designed to assist towns and regions looking to take advantage of two fast-growing areas: art tourism and mature-age visitation.

Visit Sunshine Coast (VSC) Business Events Manager, Maureen Brennan, said they were proud to be a support partner of the Art of Attraction Tourism Summit.

"Following the success of staging this national summit for attendees in 2019, we are again looking forward to hosting these events because they are bringing together two key growth areas in 21st century tourism.

"There are many mature-age visitors who are time rich and with borders closed to the previous choice of international destinations; there is a renewed thirst to explore and experience more of regional Australia," she said.

The national conference will be held from Wednesday 2 to Friday 4 March, concluding with the Gala Awards evening that will see the winners of the Australian Street Art Awards and Grey Nomad Awards crowned.

Ms Rivers said the Summit is an all-inclusive opportunity for tourism and event professionals to connect with and learn from tourism leaders at the very forefront of using public and street art as a strong economic driver, and also harnessing the flexibility, wealth and loyalty of senior travellers.

"One of our main objectives in running this business event and associated Awards is to arm towns and tourism operators across the country with the tools and knowledge that will encourage Australians to explore more thoroughly and discover hidden gems," she said.

What: 2022 Art of Attraction Summit, 2021 Australian Street Art Awards gala, 2021 Grey Nomad Awards gala

When: 2 – 4 March 2022

Where: The Events Centre Caloundra, Queensland's Sunshine Coast

Australian Street Art Awards: a "Tourism Awards for Public Art" program designed to showcase destinations while educating travellers about the magnificent array of outdoor art that can be found in every corner of Australia. www.streetartawards.com.au

Grey Nomad Awards: encourage positive aging through supporting and promoting soft adventure and social inclusion for mature-age travellers while recognising local government and tourism operators that provide exemplary products, services or experiences that make the lives of these travellers happier, healthier and safer. www.greynomadawards.com.au

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