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Talking Tourism is Tourism Western Australia's e-newsletter detailing all the latest news, events, products and other information of interest to you in the WA tourism industry.

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Tourism WA news

Talking Tourism on break

This will be the final edition of *Talking Tourism* for 2011. Tourism WA would like to wish everyone a very Merry Christmas and a safe festive break. We look forward to providing you with the latest tourism news in 2012, when *Talking Tourism* returns on January 13. If you do have news that you would like to feature in the publication, please send us an [email](#) with all the details. To view past editions of *Talking Tourism*, click [here](#).

Funding available for regional events

Funding for regional events across Western Australia is now available through Eventscorp's Regional Events Scheme (RES), which is jointly funded by Royalties for Regions. Event organisers can apply for funding of up to \$50,000 for smaller, developing regional events held between July 1, 2012 and June 30, 2013. Regional events are important as they add vibrancy to the host region by attracting visitors, increase its profile through media coverage and generate a sense of community pride. Applications for RES close on February 16, 2012 at 4pm. For more information on the Regional Events Scheme click [here](#) or contact [Wendy Tate](#) on 9262 1759.

Promote your offer on Zuji

Tourism WA has partnered with online travel agent [Zuji](#) in a tactical marketing campaign to commence on January 9, 2012. Zuji is currently seeking offers to feature in the upcoming campaign. Zuji is one of the highest ranked online travel agencies with more than 500,000 visits a month. The month-long campaign aims to increase visitation during Western Australia's shoulder season with digital advertisements, an email featuring West Australian offers to its database of 350,000 subscribers and a dedicated WA landing page. Businesses interested in participating should contact [Krystal Gabriel](#) by Wednesday, December 21.

ATE buyer applications now open

The Australian Tourism Exchange (ATE) buyer applications are now open. If you did not receive an invitation from Tourism Australia, contact your [ATE coordinator](#) to find out if you are eligible to attend as a [buyer](#). All applications must be submitted online before Tuesday, February 14, 2012. Buyers will receive confirmation of acceptance within 14 days of submitting an application.

Registrations open for the Extraordinary ATE 2012 Familiarisation Program

Tourism WA invites ATE 2012 buyer delegates to experience extraordinary as part of its ATE 2012 Familiarisation Program. Whether you are looking for an outback adventure, an encounter with exotic marine life, an Indigenous experience, to relax in the outdoor lifestyle of Australia's sunniest capital city or to indulge in a smorgasbord of local flavours - Western Australia offers a holiday experience for all travellers. Once your participation as a buyer delegate for ATE 2012 has been confirmed by Tourism Australia, we invite you to register [here](#) for your extraordinary familiarisation experience.

Industry news

Advertising opportunities for Kimberley businesses

The Sun-Herald is including a special feature in its Travel lift out on the Kimberley region. If your business specialises in providing tourism services in this area, advertising opportunities are available. The special report on the Kimberley will be published on February 5, 2012 and will provide readers with practical advice and information to help them plan a trip to the Kimberley. The booking deadline is January 27, 2012, however all space is subject to availability. For booking enquiries and more information contact [Anthony Kleyn](#) on (02) 9282 3303. To view the 2011 report on the Kimberley click [here](#).

Burswood Entertainment Complex to become Crown Perth

[Burswood Entertainment Complex](#) will change its name to Crown Perth later next year. This change will allow Burswood to use the internationally recognised Crown brand to increase its number of international and interstate visitors, especially from the strategically important China market. The rebranding of Burswood will be underpinned by the completion in 2012 of the \$750 million upgrade and expansion of the complex.

2012 NATAS and MATTA bookings available online

Applications to attend two major trade shows in Malaysia and Singapore are now open. The NATAS International Travel Fair will be held at the Singapore Expo from February 24-26, 2012. The MATTA Travel Show will be held at the Putra World Trade Centre in Kuala Lumpur from March 16-18, 2012. For more information or to register for these events, visit [NATAS](#) and/or [MATTA](#). Registrations for both shows close Friday, December 23, 2011.

Events

Kite surfing event on this Sunday

The Red Bull Lighthouse to Leighton, a gruelling 19 kilometre kite surfing race, will be held this Sunday. More than 100 kite surfers, including 50 international and national

competitors, will take off from Rottnest Island on an open ocean course to Fremantle. While the event was originally scheduled for Saturday, December 3, a forecast for low wind conditions meant that organisers had to postpone the race. Find out more [online](#).

Australia's best baseballers to take on the world

Perth will host the Australian Baseball League's (ABL) first All-Star game on Wednesday, December 21 at Barbagallo Ballpark. The ABL All-Star Game will feature Australia's national baseball team taking on international players from the US, Japan, Korea, India, Italy and Taiwan playing in the ABL. The event, secured exclusively for WA, will showcase the State to millions of viewers across the world via Fox Sports, the Major League Baseball Network, Sky Sports NZ and Pan Asia TV via ESPN Star. The event is a collaboration between the ABL, Baseball WA, the Perth Heat and Eventscorp. For more information, visit the [website](#).

WA on show at world sailing championships

The Perth [2011 ISAF Sailing World Championships](#) are winding up, with a huge final weekend (Dec 17 & 18) coming up for the last of the finals. After some unseasonal weather during the first week and a half of competition, the forecast is for perfect conditions for the last few days. The world's best Olympic class sailors will be vying for both a world title and the chance to represent their country at the London 2012 Olympic Games. With an anticipated 5,000 national and overseas visitors, including 1,200 athletes from 78 countries, this is one of the largest international sporting events in WA's history. Fremantle will celebrate Perth 2011 with more than 250 free public activities at the Worlds Festival, held at Esplanade Park.

Tennis stars coming to Perth for Hopman Cup

Tennis fans are in for a star studded treat at this summer's [Hyundai Hopman Cup XXIV](#), with one of the best fields ever assembled in the tournament's 24-year history. Caroline Wozniacki, who has held the number one ranking for the past year, is coming to Perth for the first time, along with another three of the top 10 ranked women players and two of the top 10 men. The tournament will be held from December 31, 2011 to January 7, 2012 at the Burswood Dome. The State Government, through Eventscorp, is a founding sponsor of the Hopman Cup. Tickets are now on sale through [Ticketek](#).

Art Gallery showcasing European masterpieces

Visit the Art Gallery of WA's Princely Treasures: European Masterpieces 1600 - 1800 from the Victoria and Albert Museum and marvel at royal treasures and some of the most amazing pieces of European decorative art. The show runs until January 9, 2012. Get your tickets now from Ticketek or at the Art Gallery of WA. The cost of tickets is adults \$20, concession \$16, children (5-16 years) \$12, family ticket \$50. For more information on the exhibition visit the [website](#).

Global sailing event to set sail in Mandurah

The Fireball World Sailing Championships kick off from December 27 until January 7, 2011 in Mandurah's Comet Bay. The event is expected to attract around 4,000 people including up to 100 competitors from across the globe. The Fireball is sailed in more than 40 countries, performs in any wind strength and is suited to both protected and open waters. This is the first world title held in Mandurah. For more information visit the [website](#).

Iconic event showcases Great Southern's wine and racing

Mount Barker Grapes and Gallops offers thousands of visitors an extraordinary combination of wine and racing - all in the heart of the Great Southern region. The event is one of the region's favourite festivals combining premium wine, gourmet food and action-packed horse racing. Located in one of WA's most picturesque places, Mount Barker Grapes and Gallops is the only event of its kind in WA. The event will be held on January 15, 2012. For more information, visit the [website](#).

World-class films under the stars in Yallingup

The Yallingup Surf Film Festival will host screenings of inspiring, independent short and feature-length surf films from around the world. Filmmakers will also be on hand to offer

their artistic perspectives. Scenic outdoor venues in Australia's South West will offer spectacular settings, as movie-goers enjoy world-class films under the stars. To view the program or for more information click [here](#).

Leading windsurfing event in Lancelin

Held from January 12-15, 2012 the Lancelin Ocean Classic is one of the most prestigious and longest running windsurfing events in Australia, attracting world-class competitors to the picturesque fishing town of Lancelin. The event features three disciplines and attracts competitors from more than 18 countries. For more information visit the Lancelin Ocean Classic [website](#).

Australia takes on India in test match

The WACA Ground will host the Third Test between Australia and India in January. This may be the last chance West Australians will have to see one of cricket's all time great batsmen, Indian maestro Sachin Tendulkar, play a test match at the WACA. The series will be held from January 13 - 17, 2012. For more information on the test match, visit the [website](#).

World's best to compete in The Doctor

The Doctor World Cup in Perth is Australia's most exciting ocean paddling event from Rottnest Island to Sorrento Beach, covering 27.5 kilometres. This event is scheduled for Saturday, January 21, however has a two day window to allow for the best downwind racing conditions. For more information on the event, visit the [website](#).

Circus festival to entertain crowds

All the magic and excitement of the circus is coming to Karridale in the State's South West, wowing audiences with human-pyramids, clowns, acrobatics, stilt walking and juggling. The only event of its kind in Western Australia, the three-day WA Circus Festival brings together international, national and local circus performers under the big top. To find out more about the WA Circus Festival click [here](#).

Geraldton to showcase the best of the sea, beach and land

Starting with a community breakfast and closing with fireworks and a movie, there's something for everyone at the inaugural Wind on Water Festival. Held along Geraldton's foreshore on January 26, 2012, the event not only celebrates Australia Day, but also the region's love of the sea, beach and land. Visitors will enjoy a day of music, food and children's activities. For more information on the event click [here](#).

