



FOR IMMEDIATE RELEASE

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Adventure Tourism Awards & Youth Tourism Conference announces a “Survivor Edition” comeback for 2023

Adventure Queensland (AQ) is excited to announce the return of the industry led youth tourism awards ceremony and half-day conference to be held on Thursday 9 November 2023.

AQ, who is the peak backpacking and independent travel industry body for Queensland, successfully showcased and recognised outstanding tourism experiences, people, and places within this dynamic and important industry across Australia and New Zealand in 2018 and 2019 through the introduction of the Adventure Tourism Awards and Youth Tourism Conference.

The industry-led awards program will make its 2023 comeback in a special once-off format, themed ‘SURVIVOR’. AQ will continue to work closely alongside Youth Tourism NSW and the Backpacker Youth Tourism Advisory Panel (BYTAP), to provide an opportunity for industry members to stand together and simply celebrate the fact we’re still standing – For surviving the most challenging of years, the entire youth and adventure industry deserves recognition. The half-day Youth Tourism Conference will also be held on Thursday 9 November 2023 and will include a wide range of presentations designed to inspire for the future, celebrate success, and inform and educate the industry on the latest tech solutions and new initiatives for a sustainable future.

Commenting on the importance of the return this industry led event, AQ President, Ms Peta Zietsch said: “It’s important that our industry comes together once again, to not only celebrate our successes, but to also stand together as we look forward to the future after surviving the absolute toughest times in the history of tourism. The 2023 ‘SURVIVOR EDITION’ theme will be a fantastic opportunity to reconnect with our peers and we’re confident that it’s the soft launch we all need for the Adventure Tourism Awards to continue again in 2024 in its original format”.

The Adventure Tourism Awards ‘SURVIVOR EDITION’ will recognise and award operators and individuals for showing resilience and embracing the weird and wonderful pivots over the past 3 years and will bring the industry together to work towards a stronger future. This once-off ‘SURVIVOR EDITION’ format will not showcase the same nomination, submission, voting and judging process as previous years, but instead will provide a light-hearted spin on our traditional awards programme.

President of Youth Tourism NSW Andrew Cowan said: “It is great that AQ has taken the initiative to bring this event back on behalf of the entire Industry. I believe it is much needed within our sector and exactly what our members are wanting. Youth Tourism NSW looks forward to working with AQ in supporting the event”.

Full details on the event and conference programme, registration details and speakers will be available soon on the event website.

Event website: www.adventuretourismawards.com.au

Please contact Event Management team to arrange phone interviews or media enquiries.

Email: info@adventurequeensland.com.au

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