



the art of ATTRACTION

MEDIA RELEASE
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Call for Papers for Art of Attraction Tourism Summit

The Art of Attraction Tourism Summit is set to give a much-needed morale and knowledge boost to destinations and public events that rely on the visitor dollar to survive.

Established in 2019, the conference remains the only all-inclusive opportunity for Australia to connect with, learn from, and become inspired by leaders at the very forefront of:

- Using public and street art as a strong economic driver, and
- Harnessing the wealth and loyalty of Australia's fastest growing segment - over 55s.

The Art of Attraction will be held from 2 to 4 March 2022 at The Events Centre Caloundra on the Sunshine Coast and is much more than just a conference, with the gala dinner for two niche national tourism awards also forming part of the program, according to Conference Manager, Kim Morgan.

"After two years of tourism turmoil and with international borders reopening in 2022 it is now more important than ever to provide tourism and events professionals with proven knowledge on how to showcase to domestic visitors what they have to offer, and to openly share ideas for the benefit of all attendees," Ms Morgan said.

She said both the conference and awards achieve this. "Delegates will walk away with a swag of tools they can start using immediately plus grass-roots knowledge on what has worked elsewhere," she said.

"Both the [Australian Street Art Awards](#) and the [Grey Nomad Awards](#) shine a light on winners who have operated in exemplary ways despite tough times and are rigorously judged by tourism professionals," Ms Morgan said.

The Summit's [Call for Papers](#) have been released and those working in festivals, events and tourism who are itching to share their insights with others who are equally keen to attract more art-loving visitors or mature-age tourists are invited to respond.

Submissions considered for inclusion in the Summit should be consistent with the 2022 conference theme of '*Unlocking the Law of Attraction*'. Abstracts or case study / campaign summaries must be submitted electronically **by COB Wednesday 23 December 2021** and all prospective speakers will be notified no later than Monday 18 January 2022. Accepted papers will also be published in the Conference Proceedings.

Those interested in speaking at the 2022 Art of Attraction can download the [Call for Papers outline here](#).

What: [Art of Attraction Summit](#), [Australian Street Art Awards](#) and [Grey Nomad Awards](#) gala
When: 2 – 4 March 2022
Where: The Events Centre Caloundra
Queensland's Sunshine Coast
Media: Kim Morgan on 0407 988 860

Destination Partners

