



# the art of ATTRACTION

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## Omicron Thwarts Art of Attraction Tourism Summit

**With out-of-control COVID numbers, future testing requirement uncertainty, business travel resistance plus the ethical need to close the conference if anyone in attendance at any stage during the three-day and night event tests COVID positive, it is with a very heavy heart that we have no choice but to postpone the 2022 Summit.**

The conference was to be held at The Events Centre on the Sunshine Coast in early March.

Conference Director Liz Rivers said the decision had not been taken lightly. “This is heartbreaking – so much work, time and money goes into planning a national event of the size, format and complexity of the Art of Attraction Tourism Summit.”

Ms Rivers said that the organisers fully understand that this announcement is a huge disappointment for many people, especially given the heightened interest in this year’s event after the necessary cancellation of the 2021 Summit also due to COVID.

“It is disappointing for us too. The overwhelming support and excitement around this year’s conference has made this decision even more crushing. However, it would be irresponsible for us to simply put our heads in the sand in the hope that everything will work out OK.”

“Safety must come first and this is the only responsible decision that can be made,” Ms Rivers said.

She said all stakeholders have been understandably concerned about the safety of attendees, and the possibility that a COVID case at the event or during transit to or from the Sunshine Coast could impact on an attendee’s workplace capacity.

For the future... The organisers have always promised that the conference would not be held during regional Australia's peak May to October tourism session. Therefore, it is highly likely that the next Summit will be held in late 2022 or early 2023.

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