

Art of Attraction Tourism Summit  
6 – 8 March 2024  
Sunshine Coast, Queensland

## Call for Speakers and Papers

**The 2024 Art of Attraction Tourism Summit is the national platform to unite tourism leaders, tourism industry decision makers, tourism operators and businesses in destinations and communities that rely on mature-age domestic tourists and the growing number of art-loving visitors.**

The primary goals of the conference are:

- To enhance domestic visitation
- Further domestic activities relating to tourism with a special focus on regional and rural Australia
- Enhance understanding of public art tourism and art-seeking tourists
- Share knowledge relating to mature-age tourism in the domestic realm, especially relating to the RV and overland travellers.

### CALL FOR PAPERS, CASE STUDIES, DESTINATION INSIGHTS

Abstracts of **papers, case studies (basically, a story about your destination's tourism offering or public art project), and destination campaign insights** are now invited for the 2024 Summit to be held on Queensland's Sunshine Coast from 6 to 8 March 2024.

Submissions considered for inclusion in the Summit should be consistent with the conference theme, as listed below. All submissions will be assessed against the selection criteria.

This conference will:

- Have separate streams for public art tourism and the mature-age visitor economy, as well as joint plenary sessions
- Be 1) offered in-person and 2) the speaker presentations may be broadcast or distributed virtually either at the time or after the event via a secure platform for paying participants only.

Please submit your abstracts or case study / campaign summary electronically by **COB Monday 4 December 2023** to [kim@awardsabsolute.com](mailto:kim@awardsabsolute.com).

An Art of Attraction Tourism Summit representative will contact you via email no later than **Monday 22 January 2024** to inform you of the outcome. Please provide an email address that will be monitored at that time.

**Invited papers and case studies** and the associated PowerPoint\* presentations must be submitted electronically (as a link for download for files larger than 5 MB) to [kim@awardsabsolute.com](mailto:kim@awardsabsolute.com) by **Wednesday 14 February 2024**.

Accepted paper and case study presenters will receive a reduced registration rate. Registration and program outline is coming soon: [www.artofattraction.com.au](http://www.artofattraction.com.au)

## SUMMIT VENUE

The 2024 Summit will be held at The Events Centre Caloundra – in the heart of this tourism hub. In fact, Caloundra recently was granted the right by Tourism Australia to state that it is one of Australia’s top three tourism towns. The town and venue can be easily reached from either Sunshine Coast (Maroochydore) Airport or Brisbane Airport, with airport shuttles and car rental available from both places.

## SUMMIT STRUCTURE

In addition to keynote and invited addresses, there will be panel sessions, workshops, street art tours, street artists, exhibitors and demonstrations, a Welcome Reception and a gala dinner at which the 2023 / 24 [Australian Street Art Awards](#) and the [Grey Nomad Awards](#) will be announced.

The 250 expected delegates will include Economic Development professionals, Tourism Managers and Officers, Festival and Event Organisers, Tourism Operators, Public Art Curators, Community and Business Associations, and Arts Organisations. A select number of artists will be invited to showcase their work.

## SUMMIT THEME

The Art of Attraction is a grass-roots conference that focusses on providing delegates with real world solutions, ideas and tools to take back to their organisations and implement for successful change.

The Summit theme of ‘**Unlocking the Law of Attraction**’ will explore the ways communities and destinations can bring about transformational change in the way and extent to which they engage with 1) art-loving visitors and 2) mature-age tourists.

Under the general heading of ‘Unlocking the Law of Attraction’, papers and case studies should address one or more of the following:

- Successful collaboration strategies in cultural, art or mature age tourism
- Technology or creative ways of tracking visitor movements or spend
- Meeting mature-age RV visitor expectations
- Meeting art visitor expectations
- Visitor economy booster projects (installations, attractions, activations or events)
- The application of technology in art or mature-age tourism
- Innovation in public or outdoor art
- Examples of maximising the economic benefit from visitation
- Tourism psychology and traveller motivation
- Boosting mature-age travellers’ desire to visit.

*\* Please convert any Mac Keynote presentations to PowerPoint before submitting.*

## SELECTION CRITERIA

We invite papers from **any interested person or party** that abides by the selection criteria. This is **NOT an academic conference**, and the Summit has a clear objective to provide grass-roots information and tools that will be practical and useful to registered participants.

Abstracts of **between 300 and 400 words** will be assessed on the following criteria, and the final papers must also abide by this criterion. They must:

- Be consistent with at least one of the above topic areas
- Demonstrate how at least one community or town is or will be more 'attractive' to either or both art-loving tourists and mature-age visitors
- Relate to a tourism-focussed offering, artwork, event or technology
- Have a title that reflects the content
- Include the words "For publication" if you wish for your resulting paper to be published as part of the Summit proceedings
- Not be presented nor published in another forum or event prior to 6 March 2024
- Attach a colour head and shoulders high resolution photograph of the presenter
- Include a short bio (100 words) plus your name, email address and contact phone numbers. This should be included both in the body of the email and as an attachment.

## INSTRUCTIONS TO PAPER AUTHORS<sup>^</sup>

These instructions are for papers only, and are NOT applicable to case studies, 'town yarns', or destination campaigns submissions

Papers must be between 2,500 and 3,000 words, with the following specifications:

- Double-spaced, indented paragraph, ample margins in a Word document.
- Have a cover page with paper title, author(s)' names, organisation, address, mobile and email.
- The text should start on page two with the title, up to five keywords and abstract of 300-400 words. The abstract must stand alone and not contain underlined abbreviations or references. Author/s name/s should not appear. Footnotes should not be used.
- All tables and figures should be mentioned in the text and numbered by Arabic numerals (0-9). Captions and legends should be grouped together. Figures and line drawings should be of a quality suitable for printing.
- References should be indicated in the typescript by the author's name with year of publication in parentheses. Multiple publications by the same author in the same year should be appended by (a), (b), etc. Titles of journals should not be abbreviated. The references should be listed in full in alphabetical order using the following formats:
  - Evans, A.W. (1990) The assumption of equilibrium in the analysis of migration and interregional differences: a review of some recent research. *Journal of Regional Science*, 30(4), pp. 515-532
  - Jensen, R.C., Mandeville, T.D and Karunaratne, N.D. (2018) *Regional Economic Planning*. Croom Helm: London.
  - Putman, S.H. (1990) Equilibrium solutions and dynamics of integrated urban models. In L. Anselin and M. Madden (eds), *New Directions in Regional Analysis*. Belhaven: London.

<sup>^</sup> This is not applicable to case study or destination campaigns submissions.

## POWERPOINT PRESENTATIONS

All accepted presenters must send their accompanying visual presentation in both MS PowerPoint and PDF format by **Monday 12 February** to [kim@awardsabsolute.com](mailto:kim@awardsabsolute.com)

Presentations should be designed to be no longer than 30 minutes. PowerPoint presentations may or may not be published in the Summit proceedings.

## PUBLICATION

All papers will be uploaded to the Art of Attraction website after the Summit.

## FURTHER QUESTIONS

Kim Morgan  
Conference Manager  
[kim@awardsabsolute.com](mailto:kim@awardsabsolute.com)  
1300 88 22 59