Dear **<your supervisor’s name>**,

I’d like to attend the 2022 Art as Attraction Tourism Summit from Wednesday 2 March to Friday 4 March inclusive.

This conference has been developed in line with Tourism Australia's domestic *Holiday Here This Year* strategy and campaigns, and is the national platform to unite tourism leaders, decision makers, tourism operators and businesses in communities that rely on mature-age domestic tourists and the growing number of art-loving visitors.

The conference will:

* Provide me with opportunities to enhance our domestic visitation
* Support the domestic recovery activities relating to tourism.

This is a major opportunity to connect with, be introduced to and learn from leaders at the very forefront of two fast-growing tourism areas that are key to visitation growth: art tourism and mature-age visitors. It’s an opportunity learn how to attract more visitors, expand our seasonal visitation and increase the average length of stay.

More than 200 people from across the country will convene and also join in the Australian Street Art Awards (a tourism awards for public art program) and Grey Nomad Awards ceremony where this year’s winners will be announced.

The three-day program will deliver valuable take-aways with sessions exploring the latest trends, research and case studies, and I have identified a number of educational opportunities that will allow me to gain knowledge and understanding about how we can grow visitation and improve processes. This will also be a great opportunity to network with tourism managers and professionals from around the country.

The conference was first developed in 2019 on the premise of sharing information and gaining grass-roots knowledge from other destinations and regions that have “walked the talk” and been successful. encouraging domestic travellers to see Australia first by sharing knowledge.

More information about the Conference and the Awards can be found [here](http://www.artofattraction.com.au).

Registration to the Conference also includes a ticket to the Awards ceremony, providing an important opportunity to see what other leaders are doing to attract these prosperous market segments.

The event is being held at The Events Centre Caloundra, about 60 minutes north of Brisbane with direct flights into the Sunshine Coast from major east coast cities.

I request approval to attend and below is a breakdown of the cost to attend the Summit:

Registration: $XXXX + gst

Travel expenses: <**insert flight costs and ground transfer costs here**>  
Accommodation: **<insert hotel costs here>** (special Conference rates have been organised)  
Total: <**insert total here**>

This is an opportunity to get the development I need while also adding value to our organisation.

Regards,

<**Your name**>