TOURISM AUSTRALIA









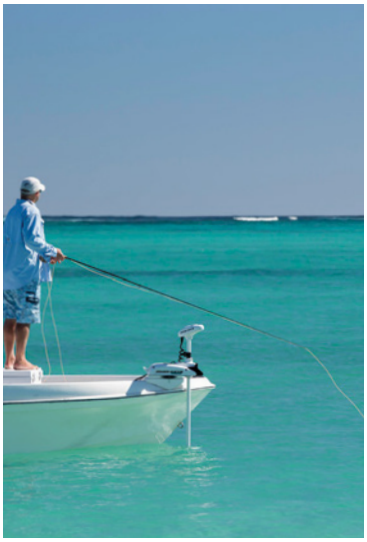

Signature Experiences of Australia



Common Wombat, The Maria Island Walk
TASMANIA



Maruku Arts, Uluṟu Kata Tjuṯa National Park
NORTHERN TERRITORY



Ningaloo Fly Fishing, Exmouth
WESTERN AUSTRALIA



Hamilton Island Golf Club, Whitsundays
QUEENSLAND

Today's discerning international traveller is seeking out travel destinations that deliver unique and authentic experiences which tap into their passion points.

To help fulfil this need, Tourism Australia has partnered with industry to develop ***Signature Experiences of Australia*** *- a program which packages and promotes Australia's outstanding tourism experiences within a variety of niche areas and special interest categories including golf holidays, multi-day walks, premium wineries, luxury lodges, fishing adventures, wildlife journeys, cultural attrations and guided Aboriginal experiences.*

From the Great Barrier Reef to the wine growing regions of Western Australia and the Tasmanian Wilderness, the experiences represent an exciting and diverse cross-section of activities, adventures and interests that take in the length and breadth of Australia and its spectacular natural icons.

This unique and collaborative model provides a single point of contact for travellers, media and travel planners seeking to gain access to some of Australia's very best and most diverse holiday experiences.

CULTURAL ATTRACTIONS OF AUSTRALIA
– LAUNCHING 8 APRIL 2019

Cultural Attractions of Australia is an industry-led collective of iconic Australian cultural attractions and museums that have joined forces to present the best of Australia's cultural offering to the world.

Cultural Attractions of Australia will provide a single point of contact for travellers, trade partners and media to access premium, behind-the-scenes cultural experiences in iconic locations. As a collective, its strength lies in the diversity and iconic nature of the sites and collections represented, as well as the direct connection they hold with the people and cultures of Australia.

Each of these attractions has developed one or more rare, premium experiences, ensuring unrivalled access and attention for their guests who can expect the unexpected.

Sign up now for updates at: culturalattractionsofaustralia.com

AUSTRALIAN WILDLIFE JOURNEYS

International visitors are naturally fascinated by our native Australian creatures - from koalas and kangaroos to the lesser known quokkas and quolls.

Australian Wildlife Journeys is a group of Australia's top wildlife travel operators that have come together to showcase their commitment to conservation, passion for nature and interpretation of wildlife in natural habitats – all with exceptional warmth and hospitality for their guests.

The operators of these wildlife experiences see themselves as guardians of the native fauna as well as expert guides. They also possess an amazing commitment to the land and love sharing their stories with guests to Australia.

DISCOVER ABORIGINAL EXPERIENCES

Discover Aboriginal Experiences is a flagship suite of extraordinary Aboriginal Australia experiences, showcasing the world's oldest living culture through the cornerstones of cultural insight, authenticity and meaningful connection.

This collection of over 130 Aboriginal guided experiences offers a diverse range of authentic and immersive cultural encounters. Aboriginal guides are warm, welcoming and extremely generous of spirit, affording a unique means of bringing Australia's landscapes to life. As the owners of the stories they share, they offer a means of connecting with Australian places and cultures.

Discover Aboriginal Experiences offers an exciting array of activities, tours and accommodation; from exploring labyrinths of ancient and contemporary rock art, quad biking, kayaking, whale watching, fishing, mud crabbing, hiking, taking a walking tour in a city centre or staying in a lodge on over 200 square miles of lily laden flood plains teeming with wildlife. From adventure seekers and cultural enthusiasts to foodies and nature lovers, there is something for everyone.

GREAT FISHING ADVENTURES OF AUSTRALIA

Whether international travellers have come to catch the elusive one metre barramundi in Australia's northern waters or chase giant black marlin off the Great Barrier Reef, Australia is an angler's paradise.

With 60,000 km of coastline, nearly 4,000 marine species and a multitude of lakes, rivers and billabongs, it's no wonder Australia has some of the best fishing in the world.

Great Fishing Adventures of Australia is the catch of Australia's best fishing operators that have come together to raise the profile of our country as a world-class fishing destination.

As well as providing overviews of each fishing operator, Great Fishing Adventures of Australia has suggested itineraries for fishing holidays, plus tips on different fishing types, from saltwater and freshwater fishing to deep sea and fly fishing adventures.



Twelve Apostles Lodge Walk, Great Ocean Road
VICTORIA



Longitude 131, Yulara
NORTHERN TERRITORY



Seppeltsfield, Barossa Valley
SOUTH AUSTRALIA



Australian War Memorial
AUSTRALIAN CAPITAL TERRITORY

GREAT GOLF COURSES OF AUSTRALIA

Australian golf courses are celebrated for their world-class design, spectacular settings and proximity to major cities and regional highlights.

Great Golf Courses of Australia provides access to Australia's leading golf courses, including the country's seven World Top 100 courses of Barnbougle Dunes and Barnbougle Lost Farm, Royal Melbourne, Kingston Heath, New South Wales, Royal Adelaide and The National (Old Course).

We offer a comprehensive and centralised resource for meadia and trade partners to access information on Australia's leading golf courses and iconic golf tourism experiences.

Visitors can tee off at Hamilton Island then relax and unwind at luxurious qualia, or enjoy 18 holes at Barnbougle in Tasmania followed by lunch and a guided winery experience at Josef Chromy Wines.

Whatever their par, golfing enthusiasts will find a course that suits their golfing needs, all in breathtaking surroundings.

GREAT WALKS OF AUSTRALIA

Australia offers truly unique landscapes to discover and what better way to explore these spectacular areas than on foot. Great Walks of Australia represents a premium collection of guided multiday walking experiences, all independently owned.

Every itinerary is led by expert guides with a deep understanding of the environment. Walkers enjoy exploring these destinations in depth, hearing the stories behind the place they are in, and then settling down each night in comfortable, hosted accommodation.

Together the walks cover some of Australia's most iconic landscapes – untamed Tasmanian wilderness and beaches; the ruggedly beautiful Victorian coastline; ancient volcanic plateaus in Queensland; the spectacular coastline of Western Australia; meandering rivers and UNESCO world heritage listed islands; and the magnificent outback of South Australia and the Northern Territory.

LUXURY LODGES OF AUSTRALIA

Luxury Lodges of Australia is a collection of independent luxury lodges and camps located across the continent, offering unforgettable experiences in uniquely Australian, inspiring locations.

The accommodation style ranges from uber-luxe wilderness lodges and gourmet vineyard retreats to exclusive island pavilions and luxury outback camps. These lodges showcase Australia's inimitable style of laid-back, barefoot luxury, while maintaining impeccable standards of service and offering genuinely Australian experiences in exclusive locations for a limited number of guests.

Every lodge offers superb 'eat well drink well' experiences with award-winning chefs, outstanding local ingredients and beverage lists.

However it's the range of immersive, 'hands-on' experiences and personal connection to place the lodges can deliver that sets them apart. These experiences deliver the true luxury of private access, privilege of place, connection with people produce and place, life-changing and transformative adventures and memories.

ULTIMATE WINERY EXPERIENCES AUSTRALIA

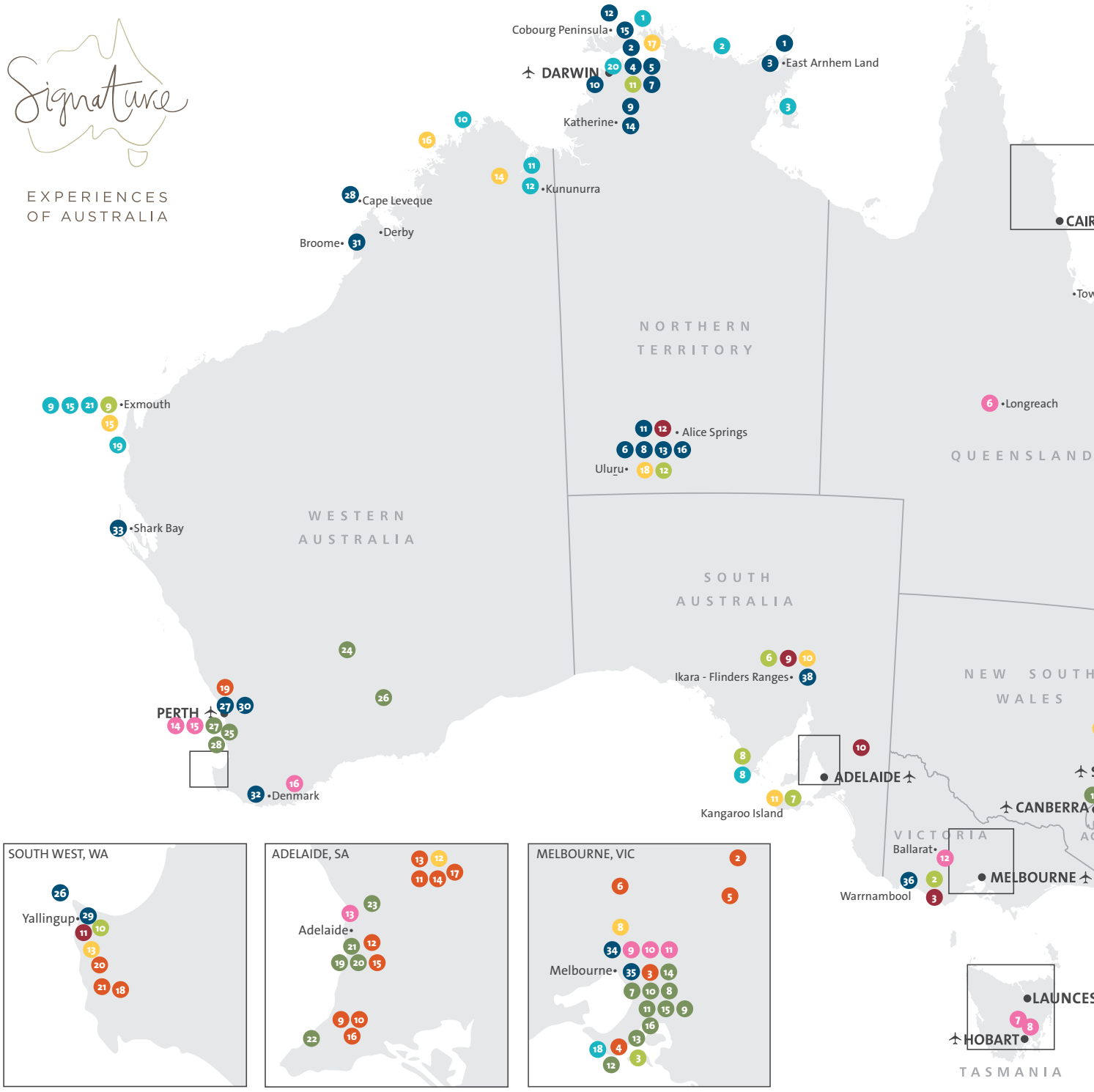
Ultimate Winery Experiences Australia is a collection of award-winning Australian wineries offering experiences 'beyond the cellar door' based around world-class wines, warm and knowledgeable hospitality and culinary excellence.

Each winery is selected for its food and wine matching, wine education and gastronomy in spectacular wine regions across Australia, from Western Australia's Margaret River to New South Wales' Hunter Valley and everything in between.

Experiences range from blending wines and sampling vintages from your own birth year straight from the barrel, to behind the scenes tours to historic family homesteads and degustation dinners. Private plane tours enable a bird's-eye view of the wine regions while overnight stays among the vines will allow guest to relax and unwind.

Signature

EXPERIENCES OF AUSTRALIA



AUSTRALIAN WILDLIFE JOURNEYS

NEW SOUTH WALES
1. Boutique Wildlife Tours

VICTORIA
2. Echidna Walkabout Nature Tours
3. Wildlife Coast Cruises

TASMANIA
4. Premier Travel Tasmania
5. The Maria Island Walk

SOUTH AUSTRALIA
6. Arkaba
7. Exceptional Kangaroo Island
8. Australian Coastal Safaris

WESTERN AUSTRALIA
9. Exmouth Dive and Whalesharks Ningaloo
10. Naturaliste Charters

NORTHERN TERRITORY
11. Lords Kakadu and Arnhemland Safaris
12. SEIT Outback Australia

QUEENSLAND
13. FNQ Nature Tours

CULTURAL ATTRACTIONS OF AUSTRALIA

AUSTRALIAN CAPITAL TERRITORY
1. Australian War Memorial
2. National Gallery of Australia
3. Parliament House

NEW SOUTH WALES
4. Opera Australia
5. Sydney Opera House

QUEENSLAND
6. Qantas Founders Museum Longreach

TASMANIA
7. MONA
8. Port Arthur Historic Site

VICTORIA
9. Arts Centre Melbourne
10. Melbourne Cricket Ground
11. National Gallery of Victoria
12. Sovereign Hill Outdoor Museum

SOUTH AUSTRALIA
13. Adelaide Oval

WESTERN AUSTRALIA
14. WA Maritime Museum
15. Fremantle Prison
16. National Anzac Centre

DISCOVER ABORIGINAL EX

NORTHERN TERRITORY
1. Bremer Island Banubanu Beach Retreat
2. Davidson's Arnhemland Safaris
3. Intrepid Travel - Journey to East Arnhemland
4. Kakadu Cultural Tours
5. Kakadu Tourism
6. Karrke Aboriginal Cultural Experience and Tour
7. Lords Kakadu & Arnhemland Safaris
8. Maruku Arts
9. Nitmiluk Tours
10. Pudakul Aboriginal Cultural Tours
11. RT Tours Australia
12. SeaLink NT – Tiwi Islands
13. SEIT Outback Australia
14. Top Didj Cultural Experience & Art Gallery
15. Venture North Safaris
16. Voyages Indigenous Tourism Australia - Ayers Rock Resort



GREAT FISHING ADVENTURES OF AUSTRALIA

MULTI DAY EXPERIENCES

1. Cobourg Fishing Safaris
2. Dhipirri Barra & Sportfishing Lodge
3. Groote Eylandt Sports Fishing
4. Far North Sports Fishing
5. RiverFly 1864
6. Driftwater Fly Fishing
7. Thousand Lakes Lodge
8. Australian Coastal Safaris
9. Mackerel Islands
10. Kimberley Coastal Camp
11. Ultimate Adventures Barramundi Fishing
12. HeliSpirit
13. Nomad Sportfishing Adventures

CHARTER OPERATORS

14. Elizabeth E II Cruising and Fishing

DAY TRIP OPERATORS

15. Fly Fishing Frontiers
16. Renegade Fishing Charters
17. Hervey Bay Fly and Sport Fishing
18. Bay Fish N Trips
19. Mahi Mahi Fishing Charters
20. Helifish
21. Ningaloo Fly Fishing
22. Sydney Flyfishing Tours
23. Aussie Fly Fisher

GREAT GOLF COURSES OF AUSTRALIA

AUSTRALIAN CAPITAL TERRITORY

1. Federal Golf Club

QUEENSLAND

2. Hamilton Island Golf Club

NEW SOUTH WALES

3. Magenta Shores Golf & Country Club
4. Moore Park Golf Club
5. New South Wales Golf Club
6. The Lakes Golf Club

VICTORIA

7. Commonwealth Golf Club
8. Huntingdale Golf Club
9. Kingston Heath Golf Club
10. Metropolitan Golf Club
11. Royal Melbourne Golf Club
12. The National Golf Club
13. Peninsula Kingswood Golf and Country Club
14. The Yarra Yarra Golf Club
15. Victoria Golf Club
16. Woodlands Golf Club

TASMANIA

17. Barnbougle Dunes Golf Links
18. Barnbougle Lost Farm Golf Links

SOUTH AUSTRALIA

19. Royal Adelaide Golf Club
20. Kooyonga Golf Club
21. The Grange Golf Club
22. Links Lady Bay
23. Tanunda Pines Golf Club

WESTERN AUSTRALIA

24. Kalgoorlie Golf Course
25. Meadow Springs Golf & Country Club
26. Nullabor Golf Links
27. Secret Harbour Golf Links
28. The Cut Golf Links

GREAT WALKS OF AUSTRALIA

QUEENSLAND

1. Spicers Scenic Rim Trail

NEW SOUTH WALES

2. Seven Peaks Walk, Lord Howe Island

VICTORIA

3. Twelve Apostles Lodge Walk

TASMANIA

4. Bay of Fires Lodge Walk
5. Cradle Mountain Huts Walk
6. Freycinet Experience Walk
7. The Maria Island Walk
8. Three Capes Lodge Walk

SOUTH AUSTRALIA

9. The Arkaba Walk
10. Murray River Walk

WESTERN AUSTRALIA

11. Margaret River Cape to Cape Walk

NORTHERN TERRITORY

12. Classic Larapinta Trek in Comfort

LUXURY LODGES OF AUSTRALIA

QUEENSLAND

1. Lizard Island
2. qualia
3. Silky Oaks Lodge
4. Spicers Peak Lodge

NEW SOUTH WALES

5. Capella Lodge
6. Emirates One&Only Wolgan Valley
7. Pretty Beach House

VICTORIA

8. Lake House

TASMANIA

9. Saffire

SOUTH AUSTRALIA

10. Arkaba
11. Southern Ocean Lodge
12. The Louise

WESTERN AUSTRALIA

13. Cape Lodge
14. El Questro Homestead
15. Sal Salis
16. True North

NORTHERN TERRITORY

17. Bamurru Plains
18. Longitude 131°

ULTIMATE WINERY EXPERIENCES AUSTRALIA

NEW SOUTH WALES

1. Audrey Wilkinson

VICTORIA

2. Brown Brothers
3. De Bortoli
4. Montalto
5. Pizzini Wines
6. Tahbilk

TASMANIA

7. Josef Chromy Wines
8. Moorilla

SOUTH AUSTRALIA

9. d'Arenberg
10. Gemtree Wines
11. Jacobs Creek
12. Penfolds Magill Estate
13. Seppeltsfield Wines
14. St Hugo Wines
15. The Lane Vineyard
16. Wirra Wirra Vineyards
17. Yalumba

WESTERN AUSTRALIA

18. Leeuwin Estate
19. Mandoon Estate
20. Vasse Felix
21. Voyager Estate

QUEENSLAND

22. Sirromet

XPERIENCES

QUEENSLAND

17. Adventure North Australia - Daintree Dreaming Tour
18. Dreamtime Dive & Snorkel
19. Flames of the Forest
20. Janbal Gallery
21. Rainforestation Nature Park - Pamagirri Aboriginal Experience
22. Spirits of the Red Sand
23. Tjapukai Aboriginal Cultural Park
24. Voyages Indigenous Tourism Australia - Mossman Gorge Centre
25. Walkabout Cultural Adventures

WESTERN AUSTRALIA

26. Cape Cultural Tours
27. Go Cultural Aboriginal Tours and Experiences
28. Kooljaman at Cape Leveque
29. Koomal Dreaming
30. Maalinup Aboriginal Gallery
31. Narlijia Experiences Broome
32. Poornarti Aboriginal Tours
33. Wula Gura Nyinda Eco Cultural Adventures

VICTORIA

34. Melbourne Museum – Bunjilaka Aboriginal Cultural Centre
35. Royal Botanic Gardens Melbourne - Aboriginal Heritage Walk
36. Worn Gundidj@Tower Hill

TASMANIA

37. *wukalina* Walk

SOUTH AUSTRALIA

38. Wilpena Pound Resort

NEW SOUTH WALES

39. Australian Museum - First Australians Galleries
40. Dreamtime Southern X
41. Ngaran Ngaran Culture Awareness
42. The Royal Botanic Garden Sydney - Aboriginal Heritage Tour, Bush Food Experience & Art Classes
43. Sand Dune Adventures

KEY CONTACTS

TOURISM AUSTRALIA

Karen Fitzgerald
Global Manager, Experiences
kfitzgerald@tourism.australia.com

www.tourism.australia.com/experiences

AUSTRALIAN WILDLIFE JOURNEYS

John Daw
Executive Officer
john@australianwildlifejourneys.com

www.australianwildlifejourneys.com

CULTURAL ATTRACTIONS OF AUSTRALIA

Jane Ross
Executive Officer
jross@culturalattractionsofaustralia.com

www.culturalattractionsofaustralia.com

DISCOVER ABORIGINAL EXPERIENCES

Nicole Mitchell
Global Project Executive, Experiences
nmitchell@tourism.australia.com

www.tourism.australia.com/aboriginal

GREAT FISHING ADVENTURES OF AUSTRALIA

Dean Cooper
Global Project Executive, Experiences
dcooper@tourism.australia.com

www.australia.com/fishing

GREAT GOLF COURSES OF AUSTRALIA

Elizabeth Sattler
Executive Officer
biz@greatgolfaustralia.com.au

www.greatgolfaustralia.com.au

GREAT WALKS OF AUSTRALIA

Gina Woodward
Executive Officer
gina.woodward@greatwalksofaustralia.com.au

www.greatwalksofaustralia.com.au

LUXURY LODGES OF AUSTRALIA

Penny Rafferty
Executive Officer
penny@luxurylodgesofaustralia.com.au

www.luxurylodgesofaustralia.com.au

ULTIMATE WINERY EXPERIENCES AUSTRALIA

Kate Shilling
Executive Officer
kate.shilling@ultimatewineryexperiences.com.au

www.ultimatewineryexperiences.com.au

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