

Signature 

EXPERIENCES OF AUSTRALIA



Dreamtime Southern X
NEW SOUTH WALES



Tanunda Pines Golf Club
SOUTH AUSTRALIA



RiverFly 1864
TASMANIA



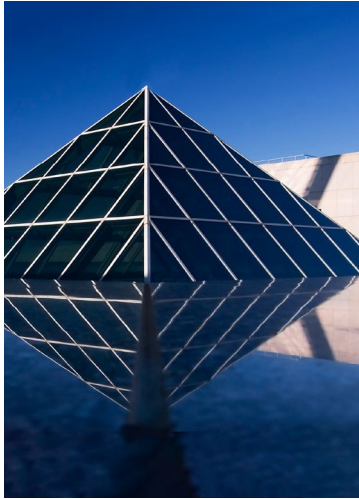
Mt Mulligan Lodge
QUEENSLAND



Dhipirri Barra & Sportfishing Lodge
NORTHERN TERRITORY



Tahbilk
VICTORIA



Australian Parliament House
AUSTRALIAN CAPITAL TERRITORY



Margaret River Cape to Cape Walk
WESTERN AUSTRALIA

Today's discerning traveller is seeking out memorable and engaging experiences which tap into their passion points and help them connect with a destination on a deeper emotional and personal level.

*In response to this, Tourism Australia developed **Signature Experiences of Australia** – a program which supports industry collaboration within a variety of special interest sectors including golf holidays, guided walks, premium wineries, luxury lodges, fishing adventures, wildlife journeys, cultural attractions and Aboriginal-guided experiences.*

From the islands of the Great Barrier Reef to the wine growing regions of Western Australia and the pristine habitats of the Tasmanian Wilderness, these premium 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 landscapes.

This collaborative model provides a single point of contact for travel designers and media. It highlights a qualified inventory of some of Australia's most outstanding and inspiring experiences that entice consumers to explore Australia and engage them in quality, authentic and immersive connections which last a lifetime.

AUSTRALIAN WILDLIFE JOURNEYS

Australia is synonymous with its weird and wonderful wildlife, from kangaroos and koalas to 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.

CULTURAL ATTRACTIONS OF AUSTRALIA

Cultural Attractions of Australia presents the best of Australia's cultural offering to the world, creating a single repository of premium, behind-the-scenes experiences.

Australia's cultural attractions tell the story of how our varied geographic, ethnic and cultural origins have been embraced and have reshaped the way we define the nation. They also explore the Australian relationship and reaction to international art and culture, seeing the world through Australian eyes.

Australian culture respects the traditional while celebrating the audacious and irreverent and this is reflected in our artistic, literary, performance and sporting stories. Our leading attractions curate the cultural narrative and provide visitors with a window into what it means to be Australian by exploring our history and sharing our ongoing contemporary, creative life.

Cultural Attractions of Australia creates iconic experiences curated for you!

DISCOVER ABORIGINAL EXPERIENCES

Discover Aboriginal Experiences is a flagship suite of extraordinary Aboriginal Australian experiences, showcasing the world's oldest living cultures through the cornerstones of cultural insights, authentic experiences, meaningful connections, fun and adventure.

This collection of over 160 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 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 spotlights some of our best fishing experiences including tips on different categories, from saltwater and freshwater fishing to deep sea and fly fishing adventures.

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 some of Australia's leading golf courses including the country's World Top 100 course listings: Barnboughe Dunes and Barnboughe Lost Farm, Cape Wickham Links, Kingston Heath, New South Wales, The National and Royal Melbourne (East and West).

We offer a comprehensive and centralised resource for media 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 Barnboughe in Tasmania followed by lunch and a guided winery experience at Josef Chromy Wines.

Whatever their handicap, 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 quality, eco-luxury 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

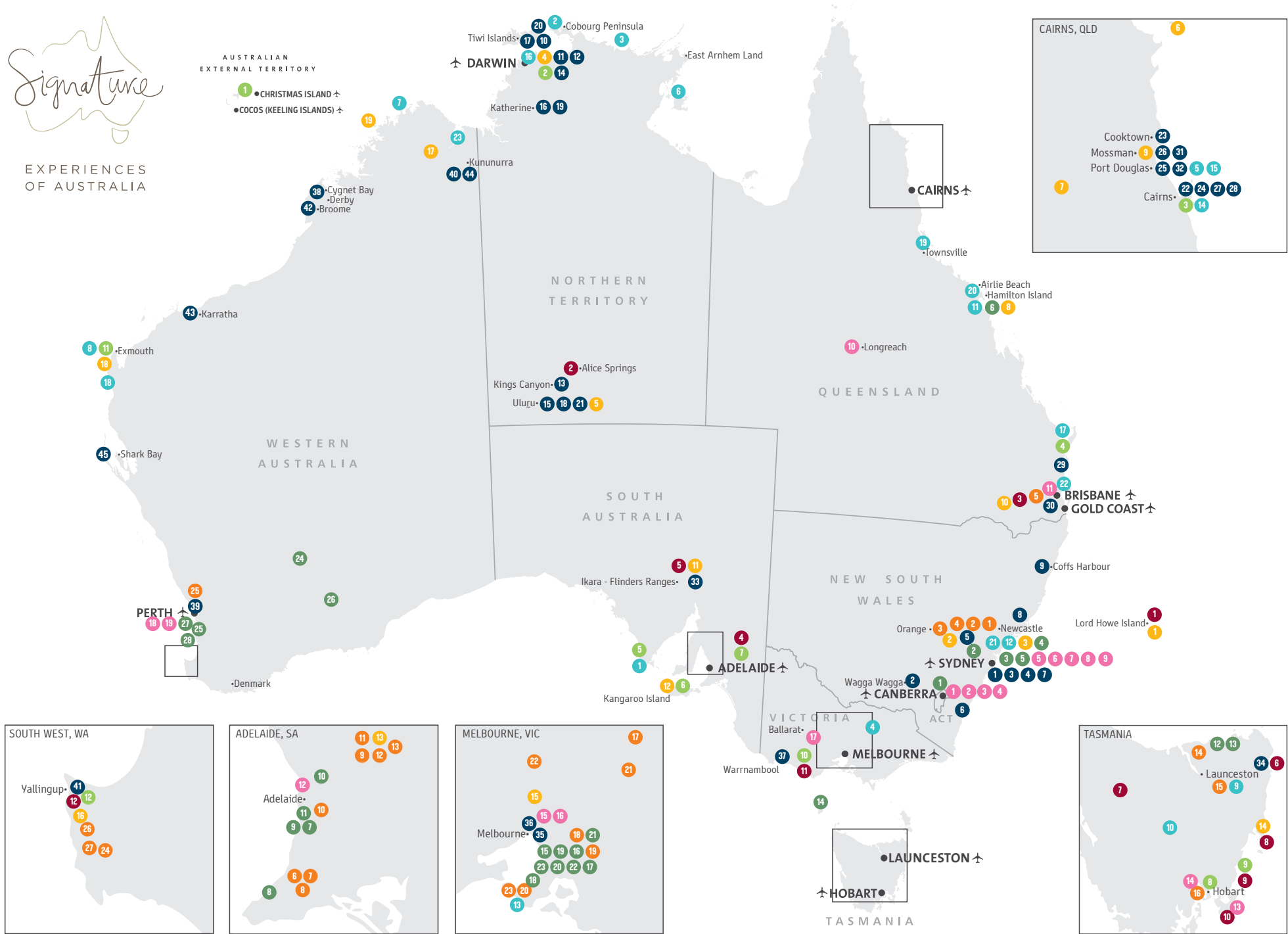
Ultimate Winery Experiences Australia is a collection of award-winning Australian wineries offering experiences 'beyond the cellar door' based around world-class wines, warm and knowledgeable hospitality and culinary excellence.

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 guests to relax and unwind.



EXPERIENCES
OF AUSTRALIA



AUSTRALIAN WILDLIFE JOURNEYS

AUSTRALIAN EXTERNAL TERRITORY

- 1 Indian Ocean Experiences

NORTHERN TERRITORY

- 2 Lords Kakadu and Arnhemland Safaris

QUEENSLAND

- 3 FNQ Nature Tours
4 Pacific Whale Foundation Eco-Adventures Australia

SOUTH AUSTRALIA

- 5 Australian Coastal Safaris
6 Exceptional Kangaroo Island
7 Murray River Trails

TASMANIA

- 8 Premier Travel Tasmania
9 The Maria Island Walk

VICTORIA

- 10 Echidna Walkabout Nature Tours

WESTERN AUSTRALIA

- 11 Exmouth Dive and Whalesharks Ningaloo
12 Naturaliste Charters

CULTURAL ATTRACTIONS OF AUSTRALIA

AUSTRALIAN CAPITAL TERRITORY

- 1 Australian Parliament House
2 Australian War Memorial
3 National Gallery of Australia
4 National Museum of Australia

NEW SOUTH WALES

- 5 Art Gallery of New South Wales
6 Australian National Maritime Museum
7 Bangarra Dance Theatre
8 Opera Australia
9 Sydney Opera House

QUEENSLAND

- 10 Qantas Founders Museum Longreach
11 Queensland Art Gallery | Gallery of Modern Art (QAGOMA)

SOUTH AUSTRALIA

- 12 Adelaide Oval

TASMANIA

- 13 MONA
14 Port Arthur Historic Site

VICTORIA

- 15 Melbourne Cricket Ground
16 National Gallery of Victoria
17 Sovereign Hill Outdoor Museum

WESTERN AUSTRALIA

- 18 Fremantle Prison
19 WA Maritime Museum | WA Museum Boola Bardip

DISCOVER ABORIGINAL EXPERIENCES

NEW SOUTH WALES

- 1 Australian Museum
2 Bundi Cultural Tours
3 Burrawa Indigenous Climb Experience
4 Dreamtime Southern X
5 Firescreek Botanical Winery Aboriginal Experiences
6 Ngaran Ngaran Culture Awareness
7 The Royal Botanic Garden Sydney
8 Sand Dune Adventures
9 Wajaana Yaam Gumbaynggirr Adventure Tours

NORTHERN TERRITORY

- 10 Davidson's Arnhemland Safaris
11 Kakadu Cultural Tours
12 Kakadu Tourism
13 Karrke Aboriginal Cultural Experience & Tours
14 Lords Kakadu & Arnhemland Safaris
15 Maruku Arts
16 Nitmiluk Tours
17 SeaLink NT - Tiwi Islands

QUEENSLAND

- 18 SEIT Outback Australia
19 Top Didj Cultural Experience & Art Gallery
20 Venture North Safaris
21 Voyages Indigenous Tourism Australia - Ayers Rock Resort
22 Adventure North Australia
23 Culture Connect Australia
24 Dreamtime Dive & Snorkel
25 Flames of the Forest
26 Janbal Gallery
27 Mandingalbay Authentic Indigenous Tours
28 Pamagirri Aboriginal Experience at Reforestation Nature Park
29 Saltwater Eco Tours
30 Spirits of the Red Sand
31 Voyages Indigenous Tourism Australia - Mossman Gorge Cultural Centre
32 Walkabout Cultural Adventures

SOUTH AUSTRALIA

- 33 Wilpena Pound Resort

TASMANIA

- 34 wukalina Walk

VICTORIA

- 35 Koorie Heritage Trust
36 Royal Botanic Gardens Melbourne
37 Worn Gundidj @ Tower Hill

WESTERN AUSTRALIA

- 38 Borrogon Coast to Creek Tours
39 Dale Tilbrook Experiences
40 Kingfisher Tours
41 Koomal Dreaming
42 Narliija Experiences Broome
43 Ngurranga Tours
44 Waringarri Aboriginal Arts & Tours
45 Wula Gura Nyinda Eco Cultural Adventures

GREAT FISHING ADVENTURES OF AUSTRALIA

MULTI DAY EXPERIENCES

- 1 Australian Coastal Safaris
2 Cobourg Fishing Safaris
3 Dhipirri Barra & Sportfishing Lodge
4 Driftwater Fly Fishing
5 Far North Sports Fishing
6 Groote Eylandt Sports Fishing
7 Kimberley Coastal Camp
8 Mackerel Islands
9 RiverFly 1864
10 Thousand Lakes Lodge

CHARTER OPERATORS

- 11 Elizabeth E II Cruising and Fishing
12 Aussie Fly Fisher
13 Bay Fish N Trips
14 Cairns Reef Fishing
15 East Coast Angling
16 Helifish
17 Hervey Bay Fly and Sport Fishing
18 Mahi Mahi Fishing Charters

DAY TRIP OPERATORS

- 19 Northern Conquest Charters
20 Quest Angling Expeditions
21 Sydney Flyfishing Tours
22 Tie 'n' Fly Outfitters
23 Ultimate Adventures Barramundi Fishing

GREAT GOLF COURSES OF AUSTRALIA

AUSTRALIAN CAPITAL TERRITORY

- 1 Federal Golf Club

NEW SOUTH WALES

- 2 Concord Golf Club
3 New South Wales Golf Club
4 Terrey Hills Golf & Country Club
5 The Lakes Golf Club

QUEENSLAND

- 6 Hamilton Island Golf Club

SOUTH AUSTRALIA

- 7 Kooyonga Golf Club
8 Links Lady Bay

TASMANIA

- 9 Royal Adelaide Golf Club
10 Tanunda Pines Golf Club
11 The Grange Golf Club
12 Barnbougle Dunes Golf Links
13 Barnbougle Lost Farm Golf Links
14 Cape Wickham Links

VICTORIA

- 15 Commonwealth Golf Club
16 Huntingdale Golf Club
17 Kingston Heath Golf Club
18 Peninsula Kingswood Golf and Country Club

WESTERN AUSTRALIA

- 19 The Metropolitan Golf Club
20 The Royal Melbourne Golf Club
21 The Yarra Yarra Golf Club
22 Victoria Golf Club
23 Woodlands Golf Club

GREAT WALKS OF AUSTRALIA

NEW SOUTH WALES

- 1 Seven Peaks Walk, Lord Howe Island

NORTHERN TERRITORY

- 2 Classic Larapinta Trek in Comfort

QUEENSLAND

- 3 Scenic Rim Trail

SOUTH AUSTRALIA

- 4 Murray River Walk
5 The Arkaba Walk

TASMANIA

- 6 Bay of Fires Lodge Walk
7 Cradle Mountain Huts Walk
8 Freycinet Experience Walk

VICTORIA

- 9 The Maria Island Walk
10 Three Capes Lodge Walk

WESTERN AUSTRALIA

- 11 Twelve Apostles Lodge Walk
12 Margaret River Cape to Cape Walk

LUXURY LODGES OF AUSTRALIA

NEW SOUTH WALES

- 1 Capella Lodge
2 Emirates One&Only Wolgan Valley
3 Pretty Beach House

NORTHERN TERRITORY

- 4 Bamurru Plains
5 Longitude 131°

QUEENSLAND

- 6 Lizard Island
7 Mt Mulligan Lodge
8 qualia
9 Silky Oaks Lodge
10 Spicers Peak Lodge

SOUTH AUSTRALIA

- 11 Arkaba
12 Southern Ocean Lodge*
13 The Louise

TASMANIA

- 14 Saffire Freycinet

VICTORIA

- 15 Lake House

WESTERN AUSTRALIA

- 16 Cape Lodge
17 El Questro Homestead
18 Sal Salis
19 True North
(*Currently closed for rebuild)

ULTIMATE WINERY EXPERIENCES AUSTRALIA

NEW SOUTH WALES

- 1 Audrey Wilkinson
2 Brokenwood
3 Printhe Wines
4 Tyrrell's

QUEENSLAND

- 5 Sirromet

SOUTH AUSTRALIA

- 6 d'Arenberg
7 Gemtree Wines
8 Hardys Tintara
9 Jacob's Creek

TASMANIA

- 10 Penfolds Magill Estate
11 Seppeltsfield
12 St Hugo
13 Valumba

WESTERN AUSTRALIA

- 14 House of Arras
15 Josef Chromy Wines
16 Moorilla

VICTORIA

- 17 Brown Brothers
18 De Bortoli
19 Dominique Portet

WESTERN AUSTRALIA

- 20 Montalto
21 Pizzini Wines
22 Tahbilk
23 Ten Minutes by Tractor

WESTERN AUSTRALIA

- 24 Leeuwin Estate
25 Mandoon Estate
26 Vasse Felix
27 Voyager Estate



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