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12 November 2024

**HELLO**



*In the spirit of reconciliation, Tourism Australia acknowledges the Traditional Aboriginal and Torres Strait Islander Owners of the land, sea and waters of the Australian continent, and recognise their custodianship of culture and Country for over 65,000 years.*

## DAE NEWS

We are pleased to advise that the membership renewal process for 2025 is now complete and seven new members will be joining the collective bringing our DAE member numbers to 55! The membership announcement will be going out soon so stay tuned to find out who the new members are. We will welcome them officially into the program in our next newsletter.

We have almost completed updating our website and collateral, and these will be finalised at the time of the announcement.

You should have received your membership renewal agreement. To ensure you remain in DAE, please ensure you return your signed agreement to us by Friday 22 November. Please contact us if you have not received this agreement (sent via docusign).

Nicole and Liz represented your businesses at G'Day Australia and Australia ATEC Meeting Place recently and are in the process of following up with all the agents they had meetings with, so please respond promptly if any agent contacts you with queries.

## CONNECT TO COUNTRY - ISSUE 8



Just a reminder to share the latest issue of [Connect to Country](#) with your networks. Assets can be downloaded [here](#).

## DAE ACTIVITIES



### G'Day Australia 2024

DAE was represented at G'Day Australia in Perth / Boorloo in October. Appointments were held with 300 qualified Aussie Specialist agents from 21 international tourism markets. Many agents had experienced an Indigenous-guided experience on their families including an art workshop with Aunty Dale from Dale Tilbrook Experiences.

1,641 Aussie Specialists completed the DAE training course in FY24.



### ATEC Meeting Place 2024

Nicole represented DAE at ATEC Meeting Place 2024, meeting with key ITO stakeholders and updating them on new members for 2025, new experiences and DAE resources.

Agents mentioned how they regularly use the DAE website to keep informed about DAE product.

It was wonderful to see members at the event including Sand Dune Adventures (pictured)!

## UPCOMING ACTIVITIES



### **Australia Marketplace UK & Europe**

Nicole is attending Marketplace UK & Europe in London this week.

In addition to 2 days of appointments with key travel agents, Nicole will participate in a media and travel trade event and sales calls.

Your ears will be burning!



### **IMM Sydney / Warrane**

International Media Marketplace (IMM) will take place in Sydney / Warrane in February.

The event includes a day of appointments with media, and we are looking forward to advising media about our new members for 2025 and pitching new stories. Our Media Kit is currently being updated with new stories in time for the event.

## **CONGRATULATIONS TO OUR AWARD WINNERS!**



The State Tourism Awards are still taking place around Australia, but we would like to congratulate the following winners in their respective states:

### **Aboriginal and Torres Strait Islander Tourism Experience**

Voyages Indigenous Tourism Australia - Wintjiri Wiru

Waringarri Aboriginal Arts & Tours

wukalina Walk (pictured)

Good luck to the following finalists:

Budj Bim Cultural Landscape Tourism

Bundy Cultural Tours

## **CONTENT PARTNERSHIPS**



### **Best of Travel Group**

TA worked with Best of Travel (a Key Distribution Partner in Europe) to produce an advertorial for their Travel Magazine - a coffee-style book to inspire potential clients to make a booking with Best of Travel. The editor requested a feature on one operator that would then drive interest in customers to investigate other experiences. The resulting feature focused on Narlijia Experiences in Broome and has a print run of 30,000 copies.



### **Gobble**

Gobble, India's leading lifestyle content channel and Tourism Australia collaborated on a new travel series, *Unravel Australia*, hosted by actor Ayush Metra. The five-part mini series takes viewers on an immersive journey through Australia's stunning landscapes and uniquely Australian experiences.

DAE members Sand Dune Adventures and Voyages Mossman Gorge (featuring guide Tom) were featured. View the show [here](#).



### Hong Kong TV

TA hosted Hong Kong TV show host, Bob Lam in partnership with Tourism NT to support TVB travelogue “Connecting Earth and Sky 天與地”, a program to showcase Indigenous Culture.

The crew visited Uluru, Darwin and Kakadu National Park meeting with traditional owners and took part in Aboriginal experiences such as Wintjiri Wiru. View a promo [here](#).



### Lets Travel magazine

Lets Travel magazine featured ten DAE members in their [December issue](#) of Let's Travel magazine (print and digital). The feature runs over 7 pages and was a direct result of a [DAE media release](#) spotlighting Indigenous wellness ahead of World Mental Health day. Members featured include Mabu Buru Tours, Wajaana Yaam, Ngaran Ngaran, Walkabout Cultural Adventures, Voyages, Nitmiluk Tours, Sand Dune Adventures and wukalina Walk. The magazine also includes a full-page ad promoting DAE and directing readers to the website.

## IN THE MEDIA



Better Travel Bureau, Bloomberg



National Geographic

Lebawit Lily Girma, a writer for Bloomberg, attended PURE trade show and as a direct result of her meeting with Nicole produced a story on five DAE members entitled *Australia First Nations See Opportunity in Tourism Where Politics Failed*. You can read the article [here](#).

Estimated reach for the article is 1.42 million.

Tourism Australia's International Media Hosting Program facilitated a visit by award-winning Australian-based travel write Justin Menguzzi. He produced a cover story for National Geographic Traveller spanning more than 20-pages in print. The feature is expected to reach over 48,000 readers.

It includes an article on Narlijia Experiences. View the article [here](#).

## RESOURCES



### Future of Distribution

Tourism Australia commissioned a report from Deloitte to understand the current distribution landscape and anticipated future changes. Distribution is vital for a long-haul destination like Australia and a lot of change has happened recently in the distribution landscape.

Jane Phillips, General Manager, Distribution, Development and Partnerships gave a recent update



### First Nations tourism statistics

Tourism Research Australia has produced a First Nations tourism report which provides insights on international and domestic tourism in Australia involving First Nations activities over the years from 2013–14 to 2023–24.

One key insight is that there were a total 3.0 million trips that incorporated First Nations activities in 2023–24, the highest annual number of trips on record

on the Future of Distribution. Watch the webinar [here](#).

incorporating First Nations activities.

View the report [here](#).

## KEY DATES - ATE

Applications are closed and late registrations will be added to the waitlist. Please take a note of key dates for your planning purposes.

3 December 2024 - acceptances will be communicated

17 January 2025 - payment due

17 February 2025 - appointment preferencing open

7 March 2025 - appointment preferencing closes

7 April 2025 - schedule available and online messaging opens

TOURISM AUSTRALIA



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