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8 February 2024

HELLO



In the spirit of reconciliation, Tourism Australia acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders, past, present and emerging.

THE YEAR AHEAD

Welcome to the first members newsletter for 2024. We are excited to head into the year with key marketing activities and events already in motion, with Nicole having just returned from a Signature Experience Showcase roadshow in America, meeting with key trade and media partners in New York, Dallas and Los Angeles. The great news is that interest is at an all-time high for our DAE experiences from this market.

In this issue we would particularly like to highlight that our 2024 collateral, the Media Kit and Brochure are now finalised and our trade and media partners can download these via our [Trade and Media Portal](#) as well as being showcased at events.

The next few months are busy with a series of trade and media events, so please always ensure to keep us updated of your new news and experiences changes.

Many thanks

Nicole & Liz

WHAT'S COMING UP?



Signature Experiences
Roadshows



ATE 2024 - Melbourne/Narm

Nicole has just returned from the US meeting key distribution partners and media. Approximately 150 luxury travel advisors from major consortia like Virtuoso and Signature Travel Network, KDPs, Premier Aussie Specialists and STO partners attended events held in New York, Dallas and Los Angeles. DAE also met with key media at International Media Marketplace in New York and at a media event in Los Angeles. The feedback from partners was extremely positive, complimenting the growth that we are seeing with traffic from the North American market on the DAE website. Engagement and interest were outstanding for our Aboriginal guided experiences and ensuring cultural experiences were paramount inclusions for itineraries to Australia.

Just a reminder that other events DAE will be representing members are:

18 - 21 February - Signature Experiences Showcase, NZ

22 - 23 February - IMM Sydney/Warrane

18 - 22 March - Signature Experiences Showcase -

33 DAE members have registered to attend ATE24 and DAE will have a double booth located in the National section. We have set up an ATE24 WhatsApp group for members attending so please join this group by clicking on this [link](#).

If you are attending ATE24, please take a note of the key dates:

29 February - Front and back panels due - please liaise with your STO for further instructions.

30 April - Upload your company logo

14 March - Open date for appointment preferences selection

4 April – Closing date for appointment preferences selection

22 April – Appointment schedule available and online messaging opens

Singapore (including partners from Malaysia and Indonesia)

RESOURCES UPDATE



DAE Digital Brochure

The new DAE Digital Brochure is now available for download from the [Members Portal](#). As mentioned in previous communications, we have combined our Trade Portfolio and Consumer Brochure into one document. The brochure contains an overview of your business, your experiences listings and a link to a video showcasing your product. The brochure is designed to be visually inspiring, please share via your networks by using the link for our [Media portal](#).



DAE Media Kit

Journalists and trade can take a deep dive into the DAE collective via the recently launched 2024 Discover Aboriginal Experiences [Media Kit](#), which contains a comprehensive portfolio of stories and ideas to inspire features and offer insights into Australia's rich history and the world's oldest living cultures.

Feel free to repurpose these stories yourselves to promote your experiences.



ATEC accessibility resources

ATEC's Accessible and Inclusive Host is a diversity focused business development program with practical learning resources to help you upskill and prepare your business to successfully welcome guests from all life stages, backgrounds and abilities. The program will help you understand the needs of travellers with different functional and cognitive impairments, including senior travellers. You will learn what influences their travel decisions and how best to attract and retain members of this large and growing travel segment. Find out [more](#).



Tourism recovery package

The Australian and Queensland governments have announced a \$24 million [recovery program](#) available to tourism businesses. This program will develop a grants program for Far North Queensland operators who were cut-off or heavily affected by the extreme weather. Grants will be made available to impacted operators to re-establish their business, continue employing their staff and rebuild stronger with flood-resilient infrastructure such as solar panels and other mitigation infrastructure. Applications are open until 11 March 2024. To find out more, click [here](#).

MEDIA



12 Must-Do Experiences

Eleven DAE members are featured in 12 Must-Do Indigenous Travel Experiences in Australia. The [feature](#) was a result of a collaboration between Tourism Australia's PR agency in New York and Lavanya Sunkara from Travel Market report. Nicole was approached for quotes and provided information on the Media Kit and DAE members.



BBC Travel

DAE arranged some families with Sydney/Warrane operators for journalist Kerry van der Jagt and the resulting coverage can be read [here](#).

All Sydney-based DAE operators are showcased in the feature.

RETURN OF AVIATION CAPACITY

The latest aviation data shows that aviation capacity is almost at 100 per cent of 2019 levels, with 99 per cent of seats scheduled to return in March 2024 (compared to March 2019).

Aviation market highlights:

- China schedules indicate 86% of seat capacity has returned in February 2024 (vs 67% in July 2023), with a total of 169fpw

- Hong Kong schedules indicate 71% of seat capacity has returned in February 2024, with a total of 76fpw
 - Japan schedules indicate 125% of seat capacity has returned in February 2024, with a total of 85fpw
 - South Korea schedules indicate 158% of seat capacity has returned in February 2024, with a total of 38fpw
 - India schedules indicate 341% of seat capacity has returned in February 2024, with a total of 28fpw
 - Singapore schedules indicate 95% of seat capacity has returned in February 2024, with a total of 224fpw
 - Malaysia schedules indicate 84% of seat capacity has returned in February 2024, with a total of 87fpw
 - Indonesia schedules indicate 122% of seat capacity has returned in February 2024, with a total of 223fpw
 - USA schedules indicate 95% of seat capacity has returned in February 2024, with a total of 122fpw
 - Canada schedules indicate 110% of seat capacity has returned in February 2024, with a total of 17fpw
 - New Zealand schedules indicate 87% of seat capacity has returned in February 2024, with a total of 414fpw
 - UK schedules indicate there are 210 flight options per day from all UK ports to Australian ports (with a max 5-hour stopover); 80% of seat capacity in February 2024
 - Germany schedules indicate there are 196 flight options per day from all Germany ports to Australian ports (with a max 5-hour stopover); 94% of seat capacity in February 2024
 - France schedules indicate there are 116 flight options per day from all France ports to Australian ports (with a max 5-hour stopover); 94% of seat capacity in February 2024
 - Italy schedules indicate there are 91 flight options per day from all Italy ports to Australian ports (with a max 5-hour stopover); 100% of seat capacity in February 2024
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NEWS IN BRIEF

The [World Indigenous Tourism Summit 2024](#) will be held in Taiwan 16 – 20 April. (Last year it was held in Western Australia.)



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