

[Having trouble reading? View online version](#)



3 October 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.

DAE NEWS

The DAE team has been buzzing with activity after a series of successful meetings and a content rich production time!

Most importantly, we are sharing your experiences and encouraging partners to reach out to you for further information. So, if you receive an enquiry from trade or media partners following these events, please remember the importance of responding promptly. These relationships are vital in expanding our collective reach and impact, and you want to secure the opportunity generated via your DAE membership.

On another note, the membership renewal process for 2025 is now underway. A big thank you to everyone for submitting your product information and rates to our STO partners. We're excited to welcome new members, with our numbers set to surpass 50 next year! Stay tuned for an official announcement later this year.

Lastly, a special shout-out to Liz Knowles, who celebrated her 20-year anniversary with Tourism Australia on 13 September. Liz is a passionate advocate for Indigenous tourism and has been instrumental in promoting all DAE experiences over many years. Congratulations, Liz!

CONNECT TO COUNTRY DIGITAL MAGAZINE – OUT SOON



We will soon be launching Issue 8 of our exclusive DAE digital publication, Connect to Country, so please keep an eye out for the assets which we will share with you. Please share with us how you are promoting as we love to see the reach and see you maximising your membership!

DAE ACTIVITIES



Marketplace Japan & Korea

Australia Marketplace Japan & Korea took place from 26–30 August, with Liz representing DAE at both events. She met with over 100 retail agents, wholesalers, and inbound tour operators. The agents were highly engaged and eager to learn more about our offerings.

A key insight from the events revealed that 78% of Koreans and 69% of Japanese travellers are more likely to purchase an experience if it's available in their language. You might want to consider creating a simple flyer in Korean or Japanese to provide to ITOs and guests from these markets during your tours.

ATEC also offers Korea Host and Japan Host Training. Find out more [here](#).



PURE Life Experiences

[PURE Life Experiences](#) is a leading experiential travel show attracting trailblazers from high-end experiential travel from across the globe. Nicole recently represented DAE at this event holding 45 curated appointments.

The response to our diverse range of Aboriginal and Torres Strait Islander experiences was incredibly positive. The demand for cultural tourism is soaring, and our DAE collective model was recognised as a global tourism leader in preserving culture and storytelling.

We've already seen immediate results, with media coverage and strong trade partner engagement for product inclusions.



Australia Next 2024

[Australia Next 2024](#), Tourism Australia's signature incentive showcase, was held in Cairns / Gimuy, Queensland in September. Liz represented DAE members at the event and held appointments with 22 buyers from Singapore, Malaysia, Indonesia, China, Hong Kong, New Zealand, Canada, the US and the UK.

There is a strong interest amongst buyers to include Indigenous experiences into their programs and an awareness of the importance of incorporating a Welcome to Country into their programs.

All things content!

We are constantly generating content pieces to pitch via our marketing streams. Did you know that each month we post a new story featuring members on our [What's New](#) page.

Check out the latest stories:

[Aboriginal Dining Experiences that Elevate Native Produce](#)

[Traditional Aboriginal Healing: The Ancient Art of Wellness](#)

[Step into Nature's Pharmacy on an Aboriginal Tour](#)

UPCOMING



G'Day Australia

[G'day Australia](#), will be held in Perth / Boorloo from 13-18 October. Around 300 qualified Aussie Specialist travel agents from across the world will experience Australia's world-class tourism offerings first-hand and meet with Australian tourism providers. Liz will represent DAE members at the event.



ATEC Meeting Place

[ATEC Meeting Place 2024](#) will be held on the Gold Coast from 28-30 October. This is a key event for DAE as it offers the opportunity to meet with our ITO stakeholders and update them on DAE initiatives. The event includes B2B meetings, a conference program and breakout workshops. Nicole will represent DAE members at this event.

IN THE MEDIA



Stargazing with the World's Oldest Living Culture

We submitted a media story on Stargazing to TravMedia which has been picked up by several publications including Travel Weekly.

You can read the article [here](#).

This also led to Wilpena Pound being featured in TravellingKing – [The Best Stargazing Accommodations Around the World](#).

Budj Bim Cultural Landscape Tourism are also featured in [Taste & Travel Magazine](#) - a direct result of an ATE famil and our appointment with the journalist at IMM.



TIME magazine's greatest places

Congratulations to wukalina Walk for being recognised by [TIME magazine](#) as one of the 100 extraordinary destinations to visit in 2024. Read all about it [here](#).

A big shout out as well to Walkabout Cultural Adventures and Budj Bim Cultural Landscape Tourism for their [Traveller Awards](#) - *Ten of the world's greatest immersive travel experiences*.

Additionally, Ayers Rock Resort has won the Oceania Responsible Tourism Award at the [2024 World Travel Awards](#) with Wintjiri Wiru named Oceania's leading tourist attraction.



National Indigenous Times

Two of our media stories have been picked up by the National Indigenous Times (Reach: 93,300)

[Top Ten Tourism Businesses Making an Impact](#)



A few more media examples!

Drift Travel – [Top new experiences in Australia](#) (Reach: 22,700)

A number of DAE operators are featured in [theisland360.com](#). The article has a reach of 6,720.

TRAINING & GRANT OPPORTUNITIES



ATDW Tailored Training Programs

ATDW has introduced specialised training programs designed to empower tourism professionals with essential skills for optimising their ATDW profile and increasing online visibility. Their team delivers a variety of training options, from in-depth masterclasses to brief workshops, tailored to meet the needs of operators across Australia. If you're interested in having one of their experts deliver a training session for your region, register your interest [here](#).



EMDG applications opening November 2024

The EMDG program provides grants to Australian small and medium enterprises and their representative bodies to market and promote their goods and services globally and to undertake export training.

Austrade has announced that the next application round will open in November.

Find out more [here](#).

TECHNOLOGY PARTNERSHIP OPPORTUNITIES

We met with the following businesses at ATE who are offering distribution platform opportunities for your consideration – here is their pitch for your review.



Hero

Hero is a leading provider of B2B and B2B2C technology solutions for inbound and in-destination travel resellers. Through their portal, agents can create custom itineraries for their customers by accessing a wide range of tours, accommodation, transportation, and self-drive products available on the Hero Marketplace.

By listing your products on Hero, you'll be able to connect with new retail and online travel agents, wholesalers, and resellers—whether they're local, out-of-town, or international. Hero doesn't replace your reservation system but integrates with it to provide live bookings that seamlessly drop into your manifest. Plus, you retain control over your commissions and benefit from automated invoicing.

For more, please visit: hero.travel and get in touch via this [link](#).

Campermate

CamperMate (owned by thl) is a leading travel app connecting travellers with unique experiences, including cultural and Indigenous tours.

With over 35 million searches and 650k active users, our platform offers enhanced visibility for your experiences. We integrate with booking providers like Bookeasy, allowing users to make direct reservations. Our targeted campaigns with regional tourism organizations help drive bookings, especially during shoulder seasons, ensuring your offerings reach the right audience.

Partner with CamperMate to showcase your cultural and Indigenous experiences.

Contact us at info@campermate.com to discuss collaboration opportunities.

DON'T MISS OUT – MAXIMISE YOUR MEMBERSHIP

1. **Join our Facebook Members' Group** to stay updated on the latest DAE activities. This is also where we post immediate opportunities, like media queries. Click [here](#) to join.
2. **Follow us** on [Facebook](#) and [Instagram](#) to keep up with the latest news! You might even spot your experience featured, so stay tuned.
3. **Have exciting news to share?** We're always promoting your experiences at various events—don't miss the chance to showcase yours.
4. **Keep communication smooth!** If your contact details change, let us know so we can stay in touch efficiently.

Membership Agreement Renewals

Keep an eye on your inbox for your 2025 membership renewal agreements, which will be arriving soon and will require your prompt attention for signature via DocuSign.



discoveraboriginalexperiences.com

[Privacy Policy](#) | [Terms and Conditions](#) | [Contact Us](#)

This email was sent to lknowles@tourism.australia.com

To ensure that you continue receiving our emails, please add us to your address book or safe list

[Manage Subscriptions](#)

Level 28, 180 George Street, Sydney, NSW, 2000, Australia

