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30 January 2025

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.

LATEST NEWS FROM DAE

This half of the financial year is a super busy one for DAE as we have a number of trade and media shows coming up, an ITO / DMC event in Sydney, a Signature Experiences of Australia Showcase in India as well as ATE25.

Please keep an eye for communications from us and remember to send us your news so that we can let trade and media know.

We have just completed our six-monthly reporting to our STO stakeholders and here are some top line statistics:

- **387** member mentions across all Tourism Australia publications - Essentials, DAE Trade, Consumer and Media newsletters, Connect to Country magazine etc.
- **4,248** leads to members from the DAE website.
- **13%** increase in users to the DAE website.
- **11** shoots for DAE members, **3** storyteller videos, **1** trade video, **300+** new assets.
- **1** brochure featuring members.
- **1** media kit with new stories, features and storytellers - digital version coming soon.
- **58** media articles generated by proactive and reactive pitching.

Many thanks, Nicole and Liz

WHAT'S COMING UP



IMM Sydney

DAE will attend IMM Sydney in February. The event includes a day



ITO / DMC Event

Tourism Australia and its Signature Experiences of Australia partners

of appointments with media, and we will be advising media about our new members for 2025, our updated resources, pitching new stories and our member experiences.

If you have any new news, please send it to us.



SEA Showcase India

DAE will be attending the [Signature Experiences of Australia](#) (SEA) showcase event in India in March meeting with luxury and premium travel planners and media to promote the diverse range of experiences available in the collective. It would be interesting to hear from you if you are getting business from, or are active in, this market.

will be holding a networking event for key ITOs and DMCs in Sydney on the 12 February.

Each collective, including DAE, will provide an update on their experiences to these key stakeholders.



ATE25

We have set up a WhatsApp group so we can contact you during ATE so please make sure you join via this [link](#) so that we can communicate with you during the event.

Appointment preferencing opens on the 17th of February and if you need advice, please reach out to us.

RESOURCES



DAE brochure

The DAE brochure has been updated with information provided by you on your experiences and includes our seven new members. It's easy to share and you can share the pages featuring your experiences by copying and pasting the relevant page link. The brochure is our trade tool and we share it with trade to keep them up to date on our members.

View the brochure [here](#).



What's New

The [What's New](#) section of the DAE website features a different story on a monthly basis.

Agents are always keen to hear about experiences that combine luxury and Indigenous activities so this month's article talks about ways you can have a luxury stay and experience Indigenous cultures.

[How to experience Aboriginal cultures when staying at a Luxury Lodge of Australia](#)

Please share the links to the stories to your networks.

ACTIVITIES



Social collaboration

DAE collaborates with TA's social team on a regular basis to capitalise on the huge reach of Tourism Australia's social channels. The highest performing collaborative post in the previous six-month period was a post celebrating Uluru with a total reach on Instagram of 456,677. Please follow DAE social channels and like and share our posts and remember to tag [discoveraboriginalexperiences](#) in your posts.

[Instagram](#)

[Facebook](#)



Outlook Travel

Outlook Travel is a destination and global lifestyle magazine that is distributed online but is also offered in print in hotels across the US and Europe. They reach a premium audience and have an audience footprint in several of TA's key markets including the UK, US, Singapore, France and Germany.

A UK campaign resulted in coverage for DAE in the [Australia Travel Guide | Outlook Travel Magazine](#)

INDUSTRY RESOURCES



New TRA country profiles



Tourism forecasts for Australia

Austrade's Tourism Research Australia (TRA) has a new series of country profiles offering handy one-stop guides to Australia's tourism source markets. The first eight country profiles give snapshots of leading inbound markets in Asia, starting with China, Australia's 2nd-largest inbound tourism market (after New Zealand) in 2023–24. The initial batch also covers: India, Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. Download the profiles [here](#).

A presentation by Tourism Research Australia (TRA) on Tourism forecasts for Australia can be downloaded [here](#).

The report covers how TRA forecasts, where the industry is at presently and the future predictions for International and Domestic tourism.

IN THE MEDIA



US PR rep

DAE is working with a US PR representative to feed stories on DAE to key media in North America. This has resulted in 16 pieces of coverage in this key market with an estimated audience of 975M. Recent famils have resulted in coverage from Keith Drew (Afar magazine) and Arnie Weissman (Travel Editor, Travel Weekly). We appreciate your



Wanderlust Origin List 2025

Wanderlust is a key media partner, and we recently submitted suggestions for the [Wanderlust Origin List 2025](#).

Pleasingly 5 of our members were featured!

We will keep you informed about key coverage generated via DAE but

support in hosting famils when approached by us.

[Where to Go in 2025](#)

[Exploring Indigenous history in](#)

[Australia's Shark Bay](#)

[The 'authentic tourism' conundrum](#)

please note that you can also see and share articles from the [Trade and Media section](#) of our website under the media coverage button.

NEWS IN BRIEF

Tourism NT is partnering with a number of organisations to identify your Aboriginal cultural tourism ideas and support you in developing and sharing them.

They will be visiting communities, homelands and outstations in February and March 2025. The workshops will capture community input, emerging business ideas, and key insights into the operational needs for tourism enterprises. Find out more [here](#).

TOURISM AUSTRALIA



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