

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



26 September 2025

HELLO MEMBERS



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

Hi members,

A big thank you to everyone for working with our STO partners to get your rate sheets in. We'll be using this information to review your membership and update our website and brochure listings. We will also be reviewing all the content in our Media Kit to ensure that it reflects the latest changes.

Next month, we'll send out your 2026 Program Partner Agreements for signing so we can finalise membership for 2026. We've had a few changes to membership and will introduce our new members in the next newsletter.

Just a reminder to please join our private [Facebook group](#) where we share the latest news and media coverage. You can join from your business Facebook page, and if you need any help with this, let us know. We also love it if you interact with the posts!

CONNECT TO COUNTRY ISSUE 10 OUT NOW



Issue 10 of the quarterly Connect to Country digital magazine, dedicated to telling your stories, is out now.

This issue celebrates Aboriginal-led journeys across Australia, from coastal foraging in the Kimberley to yarning circles on Wave Break Island, and showcases the depth of First Nations culture through storytelling, bush tucker reimagined as fine dining, ancient

communication methods, and birdwatching as a spiritual and cultural journey. Highlights include a tropical cultural adventure across the Great Barrier Reef and Daintree Rainforest, and a new day tour from Brisbane to Minjerribah. The link for Issue 10 is [here](#). **This is a great opportunity for you to promote and extend the reach of the magazine by sharing with your networks.** By promoting the magazine, you help the whole collective and fellow members. We have developed some assets for you to share on socials and will share these via email.

DAE RECENT ACTIVITIES



PURE Life Experiences 2025

This month Nicole represented DAE at PURE Life Experiences, the world's leading experiential travel show, including the Open House conference event where Nicole participated in a panel discussion on Indigenous Leadership in Travel Design, discussing topics including cultural diversity, collaboration & control, representation & storytelling and authenticity & respect throughout the supply chain. Nicole had 45 trade and media appointments which highlighted key marketing trends of wellness & wellbeing; family travel, sports tourism - e.g. travelling for sporting events or



Australia Marketplace North America

Australia Marketplace North America concluded last week after two days of B2B appointments with North American agents. Liz gave a presentation to Premier Aussie Specialists on DAE and held 76 appointments.

Interest in Indigenous tourism experiences is high in these markets and many agents commented that they always encourage their customers to include an Indigenous experience into their itineraries.

The next stage of our 'Come and say G'day campaign was

to pursue a specific sport e.g. diving; food/drink and taste maker-led experiences; Indigenous tourism and slow travel. The quality of buyers and media partners was exceptional.

Watch Nicole's live post from Marrakesh [here](#)



A spiritual journey for GM

Whilst on holiday in the Kimberley, Karen Fitzgerald, TA's General Manager, Experiences, joined the [Injiid Marlabu Calls Us](#) experience and reflected that it was “an honour to experience culture in such an intimate setting — so emotional and insightful.” Thanks, Karen, for joining one of our newest DAE experiences!

Nicole also recently had the privilege of visiting Davidson's Arnhemland Safaris and experiencing their outstanding product first-hand, commenting that the blend of rich culture, breathtaking scenery and deep

also previewed to partners and media featuring hero talent Robert Irwin.

Interestingly, the latest Australian Travel Industry Association [report](#) reveals that there has been a 19.2% increase in US inbound travellers to Australia in July 2025 compared to the same period last year.



DAE famils

We take every opportunity to pitch DAE experiences to media and recently reached out to a journalist who is writing features on what to do in Brisbane in the lead up to the 75th Royal Edinburgh Military Tattoo in February 2026. This resulted in a famils to experience Yura Tour's Meeanjin to Minjerribah experience.

The journalist commented: 'What a beautiful island and culture. We learnt so much about Quandamooka Country and culture.'

connection to Country made it a truly unforgettable experience.

Thank you for your support for facilitating famils when requested.



ATEC tourism tutorial

The ATEC Tourism Tutorial Series features live sessions with industry experts. During NAIDOC Week, Phil Lockyer and Aunty Margret Campbell (Dreamtime Southern X) discussed tourism's role in sharing First Nations culture.

A follow-up session with Bianca Sargent (G'Day Group) and Nicole explored how tourism businesses can authentically support Aboriginal and Torres Strait Islander experiences, highlighting the development of the DAE experience [Injiid Marlabu Calls Us](#).



ITO Training

We have trained a number of ITOs recently including the team from Insight Australia Travel and Inside Australia Travel. Both teams are great supporters of Aboriginal experiences, and the one-hour session covered the role of DAE, member experiences and resources available to help them sell the experiences.

As a result of meetings at Australia Marketplace we will also be offering some training sessions to staff from About Australia and ANZCRO Australia over the next few months.

WHAT'S COMING UP

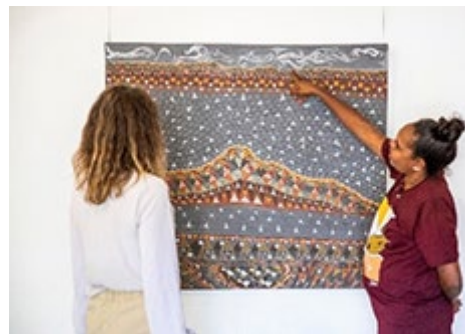


Save the Date!

Tourism Australia's annual Destination Australia Conference will take place in Melbourne/Narrm at Centerpiece, Melbourne Park on **Thursday 19 March 2026**. At the event industry leaders will share insights and updates as we continue to support the sustainable growth of our sector.

As always, a range of topics will be covered from aviation to marketing trends, distribution, and so much more!

Registrations to attend will open later in the year.



Expressions of interest

In partnership with YarnnUp, Tourism Australia has opened an Expression of Interest inviting First Nations artists to create a suite of artworks that represent the interconnected Songlines of Country. This artwork will be interwoven in Tourism Australia's global marketing, appearing across campaigns, content, and marketing materials, and will be proudly displayed at Tourism Australia's head office on Gadigal Country.

We encourage artists within the DAE collective to consider applying. Find out more [here](#).

RESOURCES



eLearning Hub

A new training hub developed with eLearning specialists, etrainu, is now available to support tourism operators and staff in building skills, enhancing professionalism, and strengthening business capability.

Part of ATIC's Quality Tourism Framework, the hub offers online training and accreditation programs designed to lift capability and quality across the industry. Learn more here: [Quality Tourism Framework – Quality Tourism Australia](#).



Indigenous Tourism insights

Tourism Australia recently developed the Indigenous Tourism Insights and Data [factsheet](#) which provides insights on travellers' views of Indigenous tourism, sourced from Tourism Australia's Consumer Demand Project and Tourism Research Australia. The fact sheet includes data on:

Come and Say G'Day campaign

Tourism Australia is rolling out Chapter 2 of its *Come and Say G'day* campaign, which kicked off in China this August. Get involved by tagging #ComeAndSayGday and #SeeAustralia on social media, [subscribing](#) to TA's Essentials newsletter for updates, accessing free assets via the TA Asset Hub, and ensuring your product information and rates are current across distribution channels and the ATDW. Find out more [here](#).



Etiquette Dos and Donts

[Understanding Aboriginal Etiquette](#), is the most-read article on our site, showing strong traveller interest in learning the correct ways to engage with Aboriginal and Torres Strait Islander guides. The piece also inspired coverage by Sunny Fitzgerald in Reader's Digest titled [15 Etiquette Don'ts in Other](#)

- Number of travellers per market taking part in an Indigenous tourism experience
- Growth in Indigenous tourism per market; and
- Awareness of Indigenous tourism and the type of experiences of interest.

[Countries—And What to Do Instead.](#)

We have lots of great news articles on our [website](#) and we encourage you to share them in your posts. Our [Cultural Insights Guides](#) (located via the Cultural Insights button on the What's New page) are also full of educational information linking back to you, our members.

IN THE MEDIA



ROAM magazine

We are thrilled that DAE made the cover of Channel 7's new travel magazine, Roam - captioned *TIME TO DREAM From tokenism to billion-dollar centrepiece - why Indigenous tourism is having a moment.* Written by our social and content writer, Natasha Dragun the five-page feature mentions 15 members and is a beautiful tribute to the rich cultural experiences offered by all our members.

It includes a number of quotes from Nicole including "We're moving away from tokenistic



Recent media coverage

Our content partnership with NRMA recently featured our members in [Five First Nations Experiences perfect for kids.](#)

Other highlights include Juan Walker's [Locals Guide to Port Douglas, Queensland](#) in The Guardian, DRIFT's look at the [rise of native Australian produce](#) in dining experiences across the country, and Sitchu's round up of immersive cultural experiences around Broome, including a [deep dive](#) into Aboriginal Culture with Mabu Buru Tours.

[Well Traveller](#) also showcased some of the most moving and

gestures or surface-level storytelling, and into an era where Indigenous voices, cultures and communities are at the heart of tourism experiences."

insightful Aboriginal experiences around Australia, with several DAE mentions, while [The Guardian](#) explored the best ways to see The Kimberley through Indigenous eyes.

Read article [here](#).

TOURISM AUSTRALIA



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

