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16 December 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.

SEASONS GREETINGS

We are thrilled to welcome seven new businesses to the Discover Aboriginal Experiences collective in 2025, taking the total to 55 members - that's a 45 per cent growth in membership since the collective launched in 2018.

The seven new DAE members include [Yura Tours](#), which welcomes guests to Quandamooka Country on Minjerribah / North Stradbroke Island; [Taribelang Bunda Cultural Tours](#), operating out of Bundaberg in Queensland; [Jellurgal Aboriginal Cultural Centre](#), showcasing the Gold Coast in Queensland; [In Culture Tours](#), offering Indigenous insights into Perth / Boorloo in Western Australia; [Southern Cross Cultural Tours at Lullumb](#), revealing the Dampier Peninsula in Western Australia; [El Questro – Injiiid Marlabu Calls Us](#), spotlighting the Kimberley region of Western Australia; and [Tiwi Tours](#), taking guests from Darwin / Garramilla to the Tiwi Islands in the Northern Territory. You can find out more about these members [here](#).

We would also like to congratulate our award winners around the country. Our members were recognised at various award ceremonies recently, demonstrating the high quality of our member experiences and the increasing recognition of the quality of these experiences.

In addition to promoting our member experiences at diverse trade events across Australia, we have been updating our resources to incorporate the new members and changes with experiences. These enhancements encompass our website, media kit, and a [digital brochure](#) detailing all our member offerings. Please share the brochure with your networks.

Our updated Media Kit will be finalised in January as well and will be available for download from the Trade and Media portal on our website.

As the year draws to a close, we would like to take this opportunity to thank you for your support this year and we wish you all a relaxing break over the holiday season.

Please note our offices will be closed from Tuesday 24 December and will reopen on Thursday 2 January.

Many thanks, Nicole and Liz

WHAT'S COMING UP



IMM Sydney

DAE will attend IMM Sydney in February. The event includes a day of appointments with media, and we will be advising media about our new members for 2025, our updated resources and pitching new stories.

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



SEA Showcase India

The seven [Signature Experiences of Australia](#) (SEA) collectives will travel to India in March to meet with luxury and premium travel planners and media to promote the diverse range of curated premium holiday experiences across Australia under the SEA collective.



Destination Australia

Tourism Australia will host the annual Destination Australia



ATE25

Acceptances for ATE25 have now been communicated and we are

conference on Wednesday 19 March 2025 at the International Convention Centre Sydney (ICC Sydney). This year, with a theme of 'We are the Australian tourism industry' the future evolution and growth of our sector, will be the focus of the day. As always, a range of topics will be covered from aviation to marketing trends, the future distribution landscape to agritourism, and so much more. Find out more and register [here](#).

pleased to confirm that DAE will have the highest number of participating members ever. 40 businesses will attend ATE representing 42 DAE members.

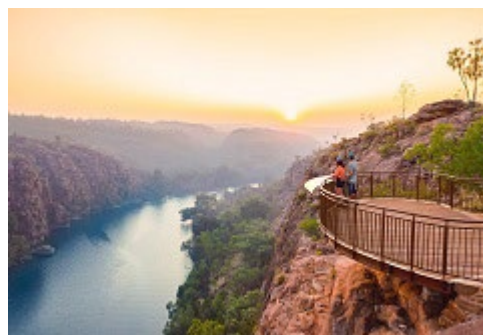
We will set up a WhatsApp group so we can contact you during the event so please make sure you join once the group has been set up as we use it to communicate with you during the event. Appointment preferencing opens on the 17th of February and if you need advice, please reach out to us.

RESOURCES UPDATE



New member onboarding

We recently conducted a member onboarding session with our new members. If you would like to watch the video or view the PowerPoint, you can do so via the [link](#). There is also a handy [checklist](#) that we encourage you to print off as a



What's New

Every month we post a new story featuring our members on the [What's New](#) section of the DAE website.

Latest stories include:

[The unique Aboriginal stories behind Australia's islands](#)

reminder about the best ways to maximise your membership.

We have one more session taking place on Tuesday 28 January from 2.30pm to 4.00pm (AEST). Current members are welcome to join so please email us, and we will send you an invite.

[Best ways to discover Aboriginal seafood experiences](#)

[Cruise into Aboriginal cultures](#)

Please share the links to these stories to your networks.

IN THE MEDIA



Indigenous tourism on the rise in 2025

We assisted writer Nicholas DeRenzo with some questions on Indigenous tourism and the resulting article can be viewed [here](#).

DeRenzo concludes the article by saying that Indigenous tourism has started to come into its own in recent years. From ecolodges to art museums, fine-dining restaurants to safaris visitors can find Indigenous cultural experiences for any vacation without looking too far.



Conde Nast Traveller

Riley Wilson from Conde Nast Traveller contacted us for assistance with an article on Australia's terrific Indigenous-led tourism experiences. This was part of a Content Partnership between TA and *Conde Nast Traveler* and *The New Yorker*. The resulting article can be viewed [here](#). A similar article was published on [yahoo.com](#). Six DAE members are mentioned. The articles have had 45,333 views and an equivalent advertising value of \$78,000.

The article had 32,000 views and an equivalent advertising value of \$49,190.



Voyager Ici & Ailleurs

Tourism Australia worked with French travel magazine, Voyager Ici & Ailleurs, to produce a 36-page special on Western Australia and the Northern Territory. Voyager Ici & Ailleurs is a quarterly upscale travel magazine with a readership of 250,000. Travel writer, Lucas Lahargoue, and photographer Nicolas Anetson, explored natural and cultural wonders to inspire readers to consider Australia as a travel destination.

Koomal Dreaming, Karrke and Voyages Indigenous Tourism Australia are all mentioned in the [magazine](#).

Dreamtime Southern X are featured in the video [An Aussie Odyssey: Sydney and Tasmania](#)



We are the Australian Tourism Industry

A special shout out to our media stars, Aunty Dale Tilbrook and Clark Webb for their Oscar-winning performances in Tourism Australia's latest industry initiative *We are the Australian tourism industry*. The video shines the spotlight on the value of tourism to the economy and communities across the country. It's more important than ever that we remind ourselves and our stakeholders of the value of this great industry.

To view the video click [here](#) and please share via your networks.



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