



Signature

EXPERIENCES OF AUSTRALIA



Margaret River Cape to Cape Walk
WESTERN AUSTRALIA



Cape Wickham Links
TASMANIA



Australian War Memorial
AUSTRALIAN CAPITAL TERRITORY



Kakadu Cultural Tours
NORTHERN TERRITORY



Qualia
QUEENSLAND



Aussie Fly Fisher
NEW SOUTH WALES



Echidna Wallaboot Nature Tours
VICTORIA



Dorenberg
SOUTH AUSTRALIA

Today's discerning traveller is seeking out memorable and engaging experiences which tap into their passion points and help them connect with a destination on a deeper emotional and personal level.

In response to this, Tourism Australia developed **Signature Experiences of Australia** – a program which supports industry collaboration within a variety of special interest sectors including golf holidays, guided walks, premium wineries, luxury lodges, fishing adventures, wildlife journeys, cultural attractions and Aboriginal-guided experiences.

From the islands of the Great Barrier Reef to the wine growing regions of Western Australia and the pristine habitats of the Tasmanian Wilderness, these premium experiences represent an exciting and diverse cross section of activities, adventures and interests that take in the length and breadth of Australia and its spectacular landscapes.

This collaborative model provides a single point of contact for travel designers and media. It highlights a qualified inventory of some of Australia's most outstanding and inspiring experiences that entice consumers to explore Australia and engage them in quality, authentic and immersive connections which last a lifetime.

AUSTRALIAN WILDLIFE JOURNEYS

Australia is synonymous with its weird and wonderful wildlife, from kangaroos and koalas to quokkas and quolls.

Australian Wildlife Journeys is a group of Australia's top wildlife travel operators that have come together to showcase their commitment to conservation, passion for nature and interpretation of wildlife in natural habitats – all with exceptional warmth and hospitality for their guests.

The operators of these wildlife experiences see themselves as guardians of the native fauna as well as expert guides. They also possess an amazing commitment to the land and love sharing their stories with guests to Australia.

CULTURAL ATTRACTIONS OF AUSTRALIA

Cultural Attractions of Australia presents the best of Australia's cultural offering to the world, creating a single repository of premium, behind-the-scenes experiences.

Australia's cultural attractions tell the story of how our varied geographic, ethnic and cultural origins have been embraced and have reshaped the way we define the nation. They also explore the Australian relationship and reaction to international art and culture, seeing the world through Australian eyes.

Australian culture respects the traditional while celebrating the audacious and irreverent and this is reflected in our artistic, literary, performance and sporting stories. Our leading attractions curate the cultural narrative and provide visitors with a window into what it means to be Australian by exploring our history and sharing our ongoing contemporary, creative life.

Cultural Attractions of Australia creates iconic experiences curated for you!

DISCOVER ABORIGINAL EXPERIENCES

Discover Aboriginal Experiences is a flagship suite of extraordinary Aboriginal Australian experiences, showcasing the world's oldest living culture through the cornerstones of cultural insights, authentic experiences, meaningful connections, fun and adventure.

This collection of over 170 Aboriginal guided experiences offers a diverse range of authentic and immersive cultural encounters. Aboriginal guides are warm, welcoming and extremely generous of spirit, affording a unique means of bringing Australia's landscapes to life. As the owners of the stories they share, they offer a means of connecting with Australian places and cultures.

Discover Aboriginal Experiences offers an exciting array of activities, tours and accommodation; from exploring labyrinths of ancient and contemporary rock art, quad biking, kayaking, whale watching, fishing, mud crabbing, hiking, taking a walking tour in a city centre or staying in a lodge on over 200 square miles of lily laden flood plains teeming with wildlife. From adventure seekers and cultural enthusiasts to foodies and nature lovers, there is something for everyone.

GREAT FISHING ADVENTURES OF AUSTRALIA

Whether travellers have come to catch the elusive one metre barramundi in Australia's northern waters or chase giant black marlin off the Great Barrier Reef, Australia is an angler's paradise.

With 60,000 km of coastline, nearly 4,000 marine species and a multitude of lakes, rivers and billabongs, it's no wonder Australia has some of the best fishing in the world.

Great Fishing Adventures of Australia is the catch of Australia's best fishing operators that have come together to raise the profile of our country as a world-class fishing destination.

As well as providing overviews of each fishing operator, Great Fishing Adventures of Australia spotlights some of our best fishing experiences including tips on different categories, from saltwater and freshwater fishing to deep sea and fly fishing adventures.

GREAT GOLF COURSES OF AUSTRALIA

Australian golf courses are celebrated for their world-class design, spectacular settings and proximity to major cities and regional highlights.

Great Golf Courses of Australia provides access to some of Australia's leading golf courses including the country's World Top 100 course listings: Barnbougle Dunes and Barnbougle Lost Farm, Cape Wickham Links, Kingston Heath, New South Wales, The National and Royal Melbourne (East and West).

We offer a comprehensive and centralised resource for media and trade partners to access information on Australia's leading golf courses and iconic golf tourism experiences.

Visitors can tee off at Hamilton Island then relax and unwind at luxurious qualia, or enjoy 18 holes at Barnbougle in Tasmania followed by lunch and a guided winery experience at Josef Chromy Wines.

Whatever their par, golfing enthusiasts will find a course that suits their golfing needs, all in breathtaking surroundings.

GREAT WALKS OF AUSTRALIA

Australia offers truly unique landscapes to discover and what better way to explore these spectacular areas than on foot. Great Walks of Australia represents a premium collection of guided multi-day walking experiences, all independently owned.

Every itinerary is led by expert guides with a deep understanding of the environment. Walkers enjoy exploring these destinations in depth, hearing the stories behind the place they are in, and then settling down each night in comfortable, hosted accommodation.

Together the walks cover some of Australia's most iconic landscapes – untamed Tasmanian wilderness and beaches; the ruggedly beautiful Victorian coastline, ancient volcanic plateaus in Queensland; the spectacular coastline of Western Australia; meandering rivers and UNESCO world heritage listed islands; and the magnificent outback of South Australia and the Northern Territory.

LUXURY LODGES OF AUSTRALIA

Luxury Lodges of Australia is a collection of independent luxury lodges and camps located across the continent, offering unforgettable experiences in uniquely Australian, inspiring locations.

The accommodation style ranges from uber-luxe wilderness lodges and gourmet vineyard retreats to exclusive island pavilions and luxury outback camps. These lodges showcase Australia's inimitable style of laid-back, barefoot luxury, while maintaining impeccable standards of service and offering genuinely Australian experiences in exclusive locations for a limited number of guests.

Every lodge offers superb 'eat well drink well' experiences with award-winning chefs, outstanding local ingredients and beverage lists.

However it's the range of immersive, 'hands-on' experiences and personal connection to place the lodges can deliver that sets them apart. These experiences deliver the true luxury of private access, privilege of place, connection with people, produce and place, life-changing and transformative adventures and memories.

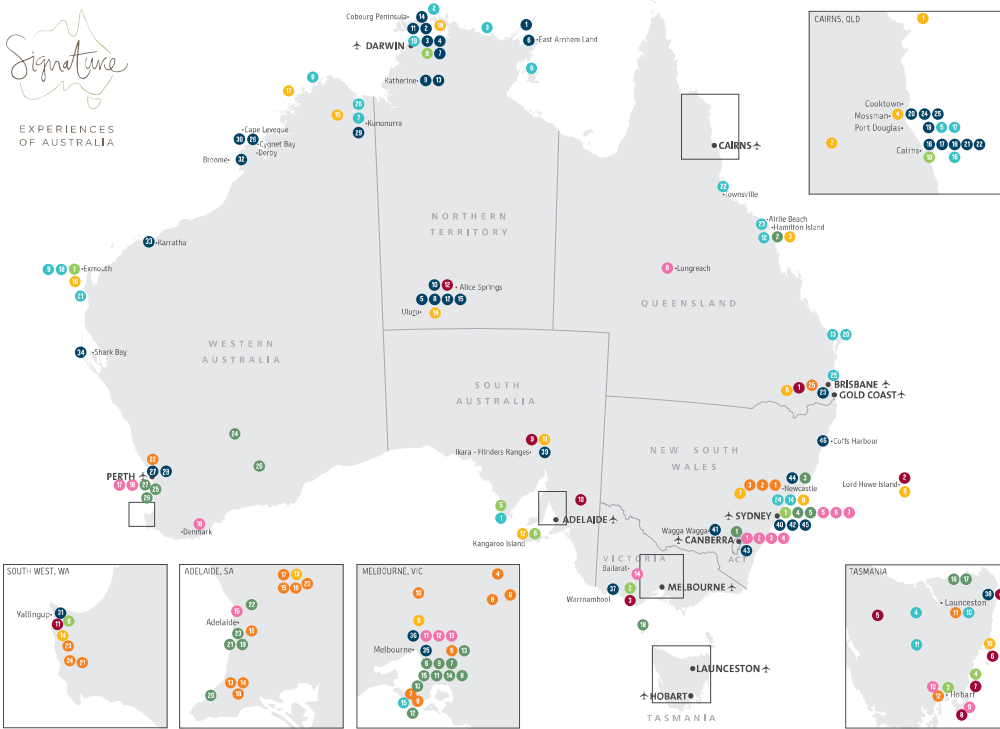
ULTIMATE WINERY EXPERIENCES AUSTRALIA

Ultimate Winery Experiences Australia is a collection of award-winning Australian wineries offering experiences 'beyond the cellar door' based around world-class wines, warm and knowledgeable hospitality and culinary excellence.

Each winery is selected for its food and wine matching, wine education and gastronomy in spectacular wine regions across Australia, from Western Australia's Margaret River to New South Wales' Hunter Valley and everything in between.

Experiences range from blending wines and sampling vintages from your own birth year straight from the barrel, to behind the scenes tours to historic family homesteads and degustation dinners. Private plane tours enable a bird's-eye view of the wine regions while overnight stays among the vines will allow guest to relax and unwind.

Signature
EXPERIENCES OF AUSTRALIA



AUSTRALIAN WILDLIFE JOURNEYS

- NEW SOUTH WALES**
 - 1 Bronzewing Wildlife Tours
- VICTORIA**
 - 2 Echidna Walkabout Nature Tours
- TASMANIA**
 - 3 Premier Travel Tasmania
 - 4 The Marla Island Walk
- SOUTH AUSTRALIA**
 - 5 Australian Coastal Safaris
 - 6 Exceptional Kangaroo Island
- WESTERN AUSTRALIA**
 - 7 Fremont Diver and Whale Sharks Ningaloo
 - 8 Naturaliste Charters
- NORTHERN TERRITORY**
 - 9 Lords Kalbarri and Arnhemland Safaris
- QUEENSLAND**
 - 10 FNQ Nature Tours

CULTURAL ATTRACTIONS OF AUSTRALIA

- AUSTRALIAN CAPITAL TERRITORY**
 - 1 Australia Parliament House
 - 2 Australian War Memorial
 - 3 National Gallery of Australia
 - 4 National Museum of Australia
- NEW SOUTH WALES**
 - 5 Australian National Maritime Museum
 - 6 Opera Australia
 - 7 Sydney Opera House
- QUEENSLAND**
 - 8 Qantas Founders Museum Longreach
- TASMANIA**
 - 9 MONA
 - 10 Port Arthur Historic Site
- VICTORIA**
 - 11 Arts Centre Melbourne
 - 12 Melbourne Cricket Ground
 - 13 National Gallery of Victoria
 - 14 Sovereign Hill Outdoor Museum
- SOUTH AUSTRALIA**
 - 15 Adelaide Oval
- WESTERN AUSTRALIA**
 - 16 WA Maritime Museum
 - 17 Fremantle Prison
 - 18 National Inzac Centre

DISCOVER ABORIGINAL EXPERIENCES

- NORTHERN TERRITORY**
 - 1 Boreen Island Dinicabin Beach Retreat
 - 2 Bovenzi's Arnhemland Safaris
 - 3 Kakadu Cultural Tours
 - 4 Kakadu Tourism
 - 5 Kakadu Aboriginal Cultural Experiences & Tours
 - 6 Lirrriwi Tourism
 - 7 Innes Kakadu & Arnhemland Safaris
 - 8 Monika Arts
 - 9 Mirrakul Tours
 - 10 RT Tours Australia
 - 11 Soalask NT - Twin Islands
 - 12 So'ili Outback Australia
 - 13 Top 100 Cultural Experience & Art Gallery
 - 14 Venture North Safaris
 - 15 Voyages Indigenous Tourism Australia - Ayers Rock Resort
- QUEENSLAND**
 - 16 Adventure North Australia
 - 17 Culture Connect Australia
 - 18 Dreamtime Dive & Snorkel
 - 19 Flames of the Forest
 - 20 Jindral Gallery
 - 21 Jarramal'ooda Art Tours
 - 22 Pamaginti Aboriginal Experience at Rainforestation Nature Park
 - 23 Spirit of the Red Sand
 - 24 Voyages Indigenous Tourism Australia - Mossman Gorge Centre
 - 25 Walkabout Cultural Adventures
- WESTERN AUSTRALIA**
 - 26 Borroonien Coast to Creek Tours
 - 27 Dale Tibrook Experiences
 - 28 Go Cultural Aboriginal Tours and Experiences
 - 29 Kingfisher Tours
 - 30 Roadman at Cape Leveque
 - 31 Roanah Dreaming
 - 32 Narrinja Experiences Broome
 - 33 Ngurungga Tours
- NEW SOUTH WALES**
 - 34 Australian Museum
 - 35 Bandy Cultural Tours
 - 36 Dreamtime Southern X
 - 37 Ngarron Ngarran Culture Awareness
 - 38 Sand Dune Adventures
 - 39 The Royal Botanic Garden Sydney
 - 40 Wajjama Yaam Gumbaynggirr Adventure Tours
- VICTORIA**
 - 41 Wala Gula Myrhini Eco Cultural Adventures
- TASMANIA**
 - 42 Noorle Heritage Trust
 - 43 Royal Botanic Gardens Victoria, Melbourne Gardens
 - 44 Worm Gundelji @ Tower Hill
- SOUTH AUSTRALIA**
 - 45 Wilpena Pound Resort

GREAT FISHING ADVENTURES OF AUSTRALIA

- MULTIDAY EXPERIENCES**
 - 1 Australian Coastal Safaris
 - 2 Cobourg Fishing Safaris
 - 3 Dilipiri Barra & Sportfishing Lodge
 - 4 Driftwater Fly Fishing
 - 5 Far North Sports Fishing
 - 6 Groote Eylandt Sports Fishing
 - 7 Hall's Point
 - 8 Kimberley Coastal Camp
 - 9 Mackenzie Islands
 - 10 RiverFly 1984
- FLY FISHING FRONTIERS**
 - 11 Heavy Bay Fly and Sport Fishing
 - 12 Mahi Mahi Fishing Charters
 - 13 Northern Conquest Charters
 - 14 Quist Angling Expeditions
 - 15 Sydney Flyfishing Tours
 - 16 The 'n' Fly Outfitters
 - 17 Ultimate Adventures Barramundi Fishing
- CHARTER OPERATORS**
 - 18 Elizabeth E H Cruising and Fishing
 - 19 Keoka Sports Fishing
- DAY TRIP OPERATORS**
 - 20 Aussie Fly Fisher
 - 21 Bay Fish N Trips
 - 22 Cairns Reef Fishing
 - 23 East Coast Angling
- THOUSAND LAKES LODGE**
 - 24 Thousand Lakes Lodge

GREAT GOLF COURSES OF AUSTRALIA

- AUSTRALIAN CAPITAL TERRITORY**
 - 1 Australian Golf Club
- QUEENSLAND**
 - 2 Hamilton Island Golf Club
- NEW SOUTH WALES**
 - 3 Magenta Shores Golf & Country Club
 - 4 New South Wales Golf Club
 - 5 The Lakes Golf Club
- VICTORIA**
 - 6 Commonwealth Golf Club
 - 7 Huntingdale Golf Club
- SOUTH AUSTRALIA**
 - 8 Kingsford Heath Golf Club
 - 9 Metropolitan Golf Club
 - 10 Penfolds Kingswood Golf and Country Club
 - 11 Royal Melbourne Golf Club
 - 12 The National Golf Club
 - 13 The Yarra Yarra Golf Club
 - 14 Victoria Golf Club
 - 15 Woodlands Golf Club
- TASMANIA**
 - 16 Barmbougle Dunes Golf Links
 - 17 Barmbougle Lost Farm Golf Links
 - 18 Cape Wickham Links
- WESTERN AUSTRALIA**
 - 19 Koolongate Golf Course
 - 20 Meadow Springs Golf & Country Club
 - 21 Mullaloo Golf Links
 - 22 Secret Harbour Golf Links
 - 23 The Cut Golf Links
- SOUTH AUSTRALIA**
 - 24 Koolongate Golf Club
 - 25 Linnis Lacey Bay
 - 26 Royal Adelaide Golf Club
 - 27 Tanunda Pines Golf Club
 - 28 The Grange Golf Club

GREAT WALKS OF AUSTRALIA

- WESTERN AUSTRALIA**
 - 1 Seaside Rim Trail
- NEW SOUTH WALES**
 - 2 Seven Peaks Walk, Lord Howe Island
- TASMANIA**
 - 3 Bay of Fires Lodge Walk
 - 4 Cradle Mountain Harb Walk
 - 5 Freycinet Experience Walk
 - 6 The Marla Island Walk
 - 7 Three Capes Lodge Walk
- VICTORIA**
 - 8 Twelve Apostles Lodge Walk
- SOUTH AUSTRALIA**
 - 9 The Anzacs Walk
 - 10 Murray Pines Walk
- WESTERN AUSTRALIA**
 - 11 Margaret River Cape to Cape Walk
- NORTHERN TERRITORY**
 - 12 Classic Lapitina Trek to Kuytort

LUXURY LODGES OF AUSTRALIA

- WESTERN AUSTRALIA**
 - 1 Lizard Island
 - 2 Mt Mulligan Lodge
 - 3 Quaila
 - 4 Sassy Oaks Lodge
 - 5 Spicers Peak Lodge
- VICTORIA**
 - 6 Lake House
- TASMANIA**
 - 7 Staffin
- SOUTH AUSTRALIA**
 - 8 Arkaba
 - 9 Southern Ocean Lodge*
 - 10 The Louise
- NEW SOUTH WALES**
 - 11 Capella Lodge
 - 12 Emirates One&Only Wolgan Valley
 - 13 Prestige Beach House
- WESTERN AUSTRALIA**
 - 14 Cape Lodge
 - 15 El Quattro Homestead
 - 16 Salt Sails
 - 17 True North
- NORTHERN TERRITORY**
 - 18 Bamuru Plains
 - 19 Longitude 121*

ULTIMATE WINERY EXPERIENCES AUSTRALIA

- NEW SOUTH WALES**
 - 1 Audrey Wineland
 - 2 Bokerwood
 - 3 Tyrrell's
- TASMANIA**
 - 4 Josef Chromy Winery
 - 5 Moorilla
- SOUTH AUSTRALIA**
 - 6 JF Winery
 - 7 Gertrude Wines
 - 8 Jacobs Creek
 - 9 Penfolds Magill Estate
 - 10 Seppeltfield Wines
 - 11 Hugo Wines
 - 12 Wines Wines Vineyards
 - 13 Yalumba
- WESTERN AUSTRALIA**
 - 14 Leaning Estate
 - 15 Harwood Estate
 - 16 Vasse Valley
 - 17 Voyager Estate
- QUEENSLAND**
 - 18 Stronnet
- VICTORIA**
 - 19 Brown Brothers
 - 20 De Bortoli
 - 21 Feastertop Winery
 - 22 Montalto
 - 23 Pizzini Wines
 - 24 Pt. Leo Estate
 - 25 Ianbirk