Australia’s cultural attractions tell the story of how our varied geographic, historical, cultural and natural environments have come together to create an extraordinary destination. Australia’s cultural attractions respect the traditional while celebrating the audacious modernity of Australian culture. Together these attractions showcase Australia’s unique relationships with the land and sea, its world-renowned history, and its vibrant contemporary creativity.

In this special edition of Signature Experiences of Australia, we introduce visitors to the world’s most captivating collection of Indigenous experiences, a never-ending source of inspiration and delight. From exploring our history and sharing our ongoing contemporary, creative life, cultural attractions of Australia create iconic experiences curated for you!

The operators of these experiences see themselves as guardians of the land and the wildlife, sharing the stories of Australia’s myriad and highly diverse species with a deep and passionate commitment to the land and the conservation of its wildlife. Whether international visitors have come to catch the elusive one metre crocodile at Cape York or to observe the colossal Great Barrier Reef marine life, or to experience the magic of the Great Ocean Road, Australia’s amazing wildlife experiences will provide visitors with lifelong memories of our country. 

The Signature Program includes an inventory of premium tourism experiences that represent the very best of what Australia has to offer. From world-class golf courses to luxury lodges, from wildlife journeys to cultural attractions, these experiences have been carefully selected because they are the kind of experiences we know our international visitors will want to see, want to taste, and want to experience when they come to Australia.

These experiences range from the unique to the traditional, from the indulgent to the exciting, and from the historic to the contemporary, bringing Australia’s landscapes to life. As the owners of the stories they tell, the Signature Program is an ongoing journey into Australia’s unique relationships with the land and sea, and its world-renowned history and vibrant contemporary creativity.
amazing commitment to the land and love sharing their stories with international visitors are naturally fascinated by our native Australian shores and engage them in quality, authentic and immersive experiences that entice international consumers to our of some of Australia's most outstanding and inspiring travel designers and media. It highlights a qualified inventory of some of Australia’s most outstanding and inspiring Aboriginal experiences, showcasing the world's oldest living culture through the cornerstones of cultural insights, authentic experiences, meaningful connections, fun and adventure. 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 international consumers to our shores and engage them in quality, authentic and immersive connections which last a lifetime.

AUSTRALIAN WILDLIFE JOURNEYS
International visitors are naturally fascinated by our native Australian creatures - from koalas and kangaroos to the lesser known 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 offerings 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. Cultural Attractions of Australia 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 150 Aboriginal guided experiences offers a diverse range of authentic and immersive cultural encounters. Aboriginal guides are warm, welcoming and extremely generous of spirit, offering 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 labyrinthic adventures 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 tidal lagoon 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 international 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.

GREAT GOLF COURSES OF AUSTRALIA
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 wine 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.

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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 unqiuey Australian, inspiring locations. The accommodation style ranges from ultra-luxurious lodges and gourmet vineyard retreats to exclusive island pavilions and luxury outback camps. These lodges showcase Australia’s irreverent 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.

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 international consumers to our shores and engage them in quality, authentic and immersive connections which last a lifetime.

AUSTRALIAN WILDLIFE JOURNEYS
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