

# TUNE INTO AUS



- Tourism Australia has collaborated with one of Australia's most influential electronic music duos, Flight Facilities, to emulate the unique feeling of an Australian holiday, through vision, music and 8D audio.
- *Tune into Aus*, is a new 90-second video that aims to reignite the desire for international travellers to holiday in Australia when they are able to do so. It reminds international audiences of the distinctive and diverse destinations awaiting them in Australia – the beautiful spacious landscapes, its unique native wildlife, iconic cities, and rich Indigenous cultures.
- The 90-second video combines awe-inspiring footage of Australia's unique sights, sounds and textures in 8D audio, and is scored by the spine-tingling sounds of Flight Facilities' live performance with the Melbourne Symphony Orchestra. The live track is called 'Got To Have', from the iconic album 'Live with the Melbourne Symphony Orchestra'.
- 8D audio is a sound engineering treatment in which the music and effects sound like they're coming from different directions while wearing

## DESTINATIONS FEATURED

Sydney Opera House and Bangarra Dance Theatre, Sydney, New South Wales
South Coast, New South Wales
Flinders Ranges, South Australia
Barossa, South Australia
High Country, Victoria
National Gallery of Australia, Canberra, Australian Capital Territory
Museum of Old and New Art (MONA), Hobart, Tasmania

headphones. The audio effect creates an immersive experience for the listener and is a unique way to engage audiences using the emotive power of music and captivating vision.

- The new video aims to emulate the invigorating feeling an Australian holiday brings, and get international audiences excited about the return of travel to Australia. From diving into the crystal-clear waters of South Coast New South Wales, to gazing up at the darkest skies on the planet in South Australia's Flinders Ranges, and the glistening white sails of the Sydney Opera House.

- The video features new tourism experiences shot across Australia, as well as existing footage owned by Tourism Australia or the State Tourism Organisations and licenced from content creators.
- *Tune into Aus* is a creative initiative targeting international audiences, and complements the [Australia in 8D](#) online video series, which Tourism Australia launched internationally

in September 2020. The video can be viewed on Australia.com and on Tourism Australia’s YouTube channel: [YouTube.com/Australia](https://www.youtube.com/Australia).

- The global release of the video on YouTube and Australia.com will be supported by publicity, social posts on Tourism Australia channels and ongoing paid amplification.

The video can be included and promoted via partner websites but must be used in entirety and cannot be co-branded, edited or changed in any way.

To embed the video on the website you wish to display, please place the code below in between the <body></body> tags in the HTML page.

The video can also be shared by partners from Tourism Australia’s social channels but cannot be directly posted from a partners’ social account with the exemption of a shorter ‘Introduction’ video. To download the ‘Introduction’ video, please go to the [Trade Resource Hub](#) and search 8D.

Any additional requests of using those videos, please contact Tourism Australia.

#### EMBED CODES

##### TA X FLIGHT FACILITIES

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<iframe width="560" height="315" src="https://www.youtube.com/embed/8cSUqRgafZk" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
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