

Introducing Signature Experiences of Australia



Welcome,

In recent years, the concept of ‘luxury travel’ has evolved considerably. While once it was solely aligned with opulence and extravagance, today it is defined by authentic, immersive experiences and connections that resonate on a personal level.

This evolution signifies a greater appreciation for the journey itself, not just the destination. Luxury travel now focuses on creating lifelong memories, enriching the soul, and meeting the highest standards of comfort and style.

With this top of mind, Tourism Australia’s Signature Experiences of Australia program is a curated collection of seven partners covering exceptional experiences and attractions across the country that are diverse in nature – but united in an uncompromising commitment to excellence, the environment, people and place.

Each marketing collective streamlines the decision-making process for discerning travellers, media and travel designers, with partners selecting some of the best of the best. The collection ensures that every offering not only meets the highest of standards, but also reflects Australia’s most unique qualities, whether in location or special interest.

Signature Experiences of Australia’s partners tap in to passion points that range from immersive Indigenous-guided experiences and independent lodges, tented camps and luxury yachts, to quintessential multi-day hikes, ethical wildlife journeys, world-class golf courses, creative iconic attractions, and wineries that go ‘beyond the cellar door’.

SignatureExperiences.Australia.com



AUSTRALIAN WILDLIFE JOURNEYS

Australia’s natural beauty and unique wildlife are major drawcards for travellers with good reason. The country boasts some of the world’s most intriguing mammals, the highest number of endemic bird species, and the most biodiverse waters. Australian Wildlife Journeys is a group of Australia’s top responsible wildlife travel operators, that have come together to showcase wildlife in the wild, combined with warm hospitality and conservation outcomes. The portfolio explores diverse ecosystems, from tropical rainforests, rugged coastlines, giant eucalypt groves, arid deserts through to vast coral reefs, underpinned by expert guides to ensure memorable and educational experiences.

www.AustralianWildlifeJourneys.com



GREAT GOLF COURSES OF AUSTRALIA

From the Red Centre to the green pastures of Tasmania, major cities to tropical islands, Australia is rightly celebrated for having some of the most spectacular golf courses in the world. Not only are the settings dramatic, many have been crafted by world-class designers, making them as strategically challenging as they are scenic. Great Golf Courses of Australia unites these top courses, offering golfers a chance to play in stunning natural environments. From teeing off at Barnbogle in Tasmania to enjoying the views at Hamilton Island, these courses provide unforgettable experiences that blend natural beauty with world-class golfing.

www.GreatGolfAustralia.com.au



CULTURAL ATTRACTIONS OF AUSTRALIA

Australia has some of the world’s most diverse and dynamic creative organisations and iconic attractions. Cultural Attractions of Australia (CAOA) unites them across galleries, museums, historic sites, performing arts and sporting attractions, with culinary and multigenerational travel interests also in mind. Across Australia, visitors can enjoy exclusive access, expert talks, and unique dining experiences, all enhanced with history, art, music and performance. These immersive and authentic experiences offer a behind-the-scenes glimpse into the country’s most formative, and transformative, attractions showcasing the passion and knowledge that define Australia’s cultural story.

www.CulturalAttractionsOfAustralia.com



LUXURY LODGES OF AUSTRALIA

From islands and vineyards to the outback, desert, rivers, reefs, and rainforest, Luxury Lodges of Australia unites the country’s most unique and diverse destinations. This collection of independently owned and operated luxury lodges, camps and yachts is no ordinary hotel group. These are places that express Australia’s unsurpassed natural diversity, culture, character and way of life. The luxury delivered by these lodges is connected to exclusivity of access to Australia’s extraordinary locations, experiences, knowledge, stories and people. Every Luxury Lodge of Australia is much more than just a place to stay.

www.LuxuryLodgesOfAustralia.com.au



DISCOVER ABORIGINAL EXPERIENCES

Australia’s Aboriginal and Torres Strait Islander peoples have a rich cultural heritage spanning at least 65,000 years, setting our country apart from other destinations worldwide. Exploring the oldest living cultures on Earth with our knowledgeable Aboriginal guides offers an authentic connection with Australia as a place, through the stories of its people and their unique relationship with the land. Discover Aboriginal Experiences provides a diverse and remarkable collection of over 200 high-quality and inspiring experiences for adventure seekers, cultural enthusiasts, food lovers, and nature and wildlife fans ranging from one-hour tours to multi-day odysseys in diverse urban and regional landscapes.

www.DiscoverAboriginalExperiences.com



ULTIMATE WINERY EXPERIENCES AUSTRALIA

Australia’s wine industry is a story of tradition, innovation and excellence, contributing significantly to the global wine scene. Ultimate Winery Experiences Australia is a hand-selected collection of premium, award-winning wineries offering experiences that invite visitors to go ‘beyond the cellar door’ and discover the Australian way with wine. Located in Australia’s most renowned wine regions, the collective specialises in creating memorable tourism experiences that epitomise the unique characteristics of their winery and its surrounding region. Enjoy behind-the-scenes tours, private tastings, and immersive experiences that showcase the best of Australian winemaking.

www.UltimateWineryExperiences.com.au



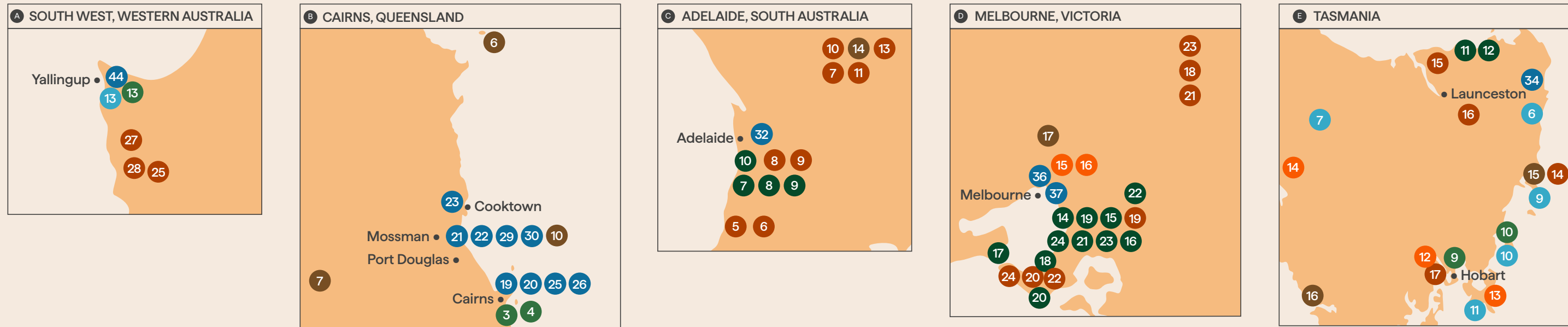
GREAT WALKS OF AUSTRALIA

Exploring Australia’s most remarkable landscapes on foot offers a deeper, more meaningful connection to place. Great Walks of Australia is a premium collection of 13 multi-day guided walks showcasing the country’s most diverse and iconic natural settings, from alpine peaks to coastal cliffs, ancient rainforests to arid red deserts. Each walk is fully hosted and inclusive, combining spectacular trails with expert interpretation, exclusive eco-luxury or wilderness lodge accommodation, and locally inspired gourmet cuisine. Designed to immerse walkers in both comfort and nature, these experiences highlight the best of Australia’s environment, culture and hospitality — where every step reveals another layer of discovery.

www.GreatWalksOfAustralia.com.au

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Australian Wildlife Journeys

- AUSTRALIAN EXTERNAL TERRITORY
 - Indian Ocean Experiences
- NEW SOUTH WALES
 - Sydney Bespoke Tours
- QUEENSLAND
 - FNQ Nature Tours
 - Frankland Islands Reef Cruises
 - Pacific Whale Foundation Eco-Adventures Australia
- SOUTH AUSTRALIA
 - Australian Coastal Safaris
 - Exceptional Kangaroo Island
 - Murray River Trails
- TASMANIA
 - Premier Travel Tasmania
 - The Maria Island Walk
- VICTORIA
 - Echidna Walkabout Nature Tours
- WESTERN AUSTRALIA
 - Exmouth Dive and Whalesharks Ningaloo
 - Naturaliste Charters
 - Perth Wildlife Encounters

Cultural Attractions Of Australia

- AUSTRALIAN CAPITAL TERRITORY
 - Australian Institute of Sport
 - Australian Parliament House
 - Australian War Memorial
 - National Gallery of Australia
 - National Portrait Gallery
- NEW SOUTH WALES
 - Art Gallery of New South Wales
 - Australian National Maritime Museum
 - Bangarra Dance Theatre
 - Opera Australia
 - Sydney Opera House
- QUEENSLAND
 - Queensland Art Gallery | Gallery of Modern Art (QAGOMA)
- TASMANIA
 - MONA
 - Port Arthur Historic Site
 - West Coast Wilderness Railway
- VICTORIA
 - Melbourne Cricket Ground
 - National Gallery of Victoria
 - Sovereign Hill Outdoor Museum
- WESTERN AUSTRALIA
 - Fremantle Prison

Discover Aboriginal Experiences

- NEW SOUTH WALES
 - Australian Museum
 - Bundji Cultural Tours
 - Burrawa Aboriginal Climb Experience
 - Firescreek Botanical Winery Aboriginal Experiences
 - Ngaran Ngaran Culture Awareness
 - The Royal Botanic Garden Sydney Sand Dune Adventures
 - Wajaana Yaam Gumbaynggirr Adventure Tours
- NORTHERN TERRITORY
 - Davidson's Arnhemland Safaris
 - Kakadu Cultural Tours
 - Kakadu Tourism
 - Karrke Aboriginal Cultural Experience & Tours
 - Nitmiluk Tours
 - SeaLink NT – Tiwi Islands
- QUEENSLAND
 - Down Under Tours - Daintree Dreaming
 - Dreamtime Dive & Snorkel
 - Flames of the Forest
 - Janbal Gallery
 - Jarramali Rock Art Tours
 - Jellurgal Aboriginal Cultural Centre
 - Mandingalbay Authentic Indigenous Tours
 - Pamagirri Aboriginal Experience at Rainforestation Nature Park
 - Saltwater Eco Tours
 - Taribelang Bunda Cultural Tours
- SEIT - Aboriginal Experiences
 - Tiwi Tours
 - Venture North Safaris
 - Voyages Indigenous Tourism Australia – Ayers Rock Resort
- SOUTH AUSTRALIA
 - Southern Cultural Immersion
 - Wilpena Pound Resort
- TASMANIA
 - wukalina Walk
- VICTORIA
 - Budj Bim Cultural Landscape Tourism
 - Koorie Heritage Trust
 - Royal Botanic Gardens Melbourne
 - Worn Gundidj @ Tower Hill
- Voyages Indigenous Tourism Australia – Mossman Gorge Cultural Centre
 - Walkabout Cultural Adventures
 - Yura Tours
- WESTERN AUSTRALIA
 - Borrگون Coast to Creek Tours
 - Dale Tilbrook Experiences
 - El Questro - Injijid Marlabu Calls Us
 - In Culture Tours
 - Kimberley Cultural Adventures
 - Kingfisher Tours
 - Koomal Dreaming
 - Mabu Buru Tours
 - Southern Cross Cultural Tours at Lullumb
 - Waringarri Aboriginal Arts & Tours
 - Wula Gura Nyinda Eco Cultural Adventures

Ultimate Winery Experiences Australia

- NEW SOUTH WALES
 - Audrey Wilkinson
 - Printhie Wines
 - Swinging Bridge
- QUEENSLAND
 - Sirromet
- SOUTH AUSTRALIA
 - d'Arenberg
 - Hardys Tintara
 - Jacob's Creek
 - Penfolds Magill Estate
 - Petaluma
- SEppeltsfield
 - St Hugo
 - Taylors Wines
 - Yalumba
- TASMANIA
 - Devil's Corner
 - House of Arras
 - Josef Chromy Wines
 - Moorilla
- WESTERN AUSTRALIA
 - Leeuwin Estate
 - Mandoon Estate
 - Vasse Felix
 - Voyager Estate
- Montalto
 - Pizzini Wines
 - Pt. Leo Estate
 - Stanton & Killeen
 - Ten Minutes by Tractor

Luxury Lodges Of Australia

- NEW SOUTH WALES
 - Capella Lodge
 - Pretty Beach House
- NORTHERN TERRITORY
 - Bamurru Plains
 - Bullo River Station
 - Longitude 131°
- QUEENSLAND
 - Lizard Island & The House
 - Mt Mulligan Lodge
- Orpheus Island Lodge & Pelorus Private Island
 - qualia
 - Silky Oaks Lodge
 - Spicers Peak Lodge
- SOUTH AUSTRALIA
 - Arkaba
 - Southern Ocean Lodge
 - The Louise
- TASMANIA
 - Saffire Freycinet
 - On Board
- VICTORIA
 - Lake House & Dairy Flat Lodge
- WESTERN AUSTRALIA
 - El Questro Homestead
 - Sal Salis
 - True North Adventure Cruises

Great Golf Courses Of Australia

- NEW SOUTH WALES
 - Bonville Golf Resort
 - Concord Golf Club
 - New South Wales Golf Club
 - The Lakes Golf Club
- QUEENSLAND
 - Hamilton Island Golf Club
 - Noosa Springs Golf and Spa Resort
- SOUTH AUSTRALIA
 - Glenelg Golf Club
- Cooyonga Golf Club
 - Royal Adelaide Golf Club
 - The Grange Golf Club
- TASMANIA
 - Barnbougle Dunes Golf Links
 - Barnbougle Lost Farm Golf Links
 - Cape Wickham Golf Links
- VICTORIA
 - Commonwealth Golf Club
 - Huntingdale Golf Club
- Kingston Heath Golf Club
 - Lonsdale Links
 - Peninsula Kingswood Country Golf Club
 - The Metropolitan Golf Club
 - The National Golf Club
 - The Royal Melbourne Golf Club
 - Yarra Yarra Golf Club
 - Victoria Golf Club
 - Woodlands Golf Club

Great Walks of Australia

- NEW SOUTH WALES
 - Seven Peaks Walk, Lord Howe Island
- NORTHERN TERRITORY
 - Classic Larapinta Trek in Comfort
- QUEENSLAND
 - Scenic Rim Trail
- SOUTH AUSTRALIA
 - Murray River Walk
 - The Arkaba Walk
- TASMANIA
 - Bay of Fires Signature Walk
 - Cradle Mountain Signature Walk
 - Flinders Island Walking Adventure - In Comfort
 - Freycinet Experience Walk
 - The Maria Island Walk
 - Three Capes Signature Walk
- VICTORIA
 - Twelve Apostles Signature Walk
- WESTERN AUSTRALIA
 - Cape to Cape Walk

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