



PRESS RELEASE:

CULTURAL ATTRactions OF AUSTRALIA CELEBRATING ITS 3RD ANNIVERSARY

CULTURAL ATTRactions OF AUSTRALIA, CAO A, IS DELIGHTED TO BE CELEBRATING ITS 3RD ANNIVERSARY.

CAOA was created as an industry-led collective of iconic Australian arts and cultural attractions that have joined forces to present the best of Australia's cultural offering to premium travellers locally, and internationally.

CAOA celebrates the diverse ethnic, cultural, and sporting influences that have defined Australia as a nation and a world-renowned travel destination. From UNESCO World Heritage-listed sites to the heart of our democracy, and from boundary-pushing art galleries, museums and performance spaces, to hallowed sporting grounds, these are the places, people and stories that have shaped Australia.

Comprising seventeen members in all states and the ACT, each has designed bespoke, pre-bookable, VIP and behind-the-scenes experiences, ensuring unrivalled access for guests. Exceptional guides and curators serve to bring these experiences to life, and to make them truly inspiring and memorable.

"Opera Australia is a founding member of Cultural Attractions of Australia and we value being a part of the collective. All members offer compelling and unique experiences individually, but we are a formidable proposition when we are showcased together. It provides us all another way to build brand awareness, connect with the tourism industry and introduce an exclusive side of our attractions to high value travellers who are passionate about arts and culture," highlights John Quertermous, Vice Chair of CAO A, and Acting Marketing and Communications Director at Opera Australia.

Many of Australia's leading museums and galleries including the National Gallery of Australia, MONA, the National Gallery of Victoria, Arts Centre Melbourne, the Australian National Maritime Museum, along with our world class opera theatre, the Sydney Opera House, and performing arts company Opera Australia, are part of CAO A's prestigious portfolio of members. Members additionally include fascinating historic icons such as the Port Arthur Historic Site, and sporting grounds like the Adelaide Oval and the Melbourne Cricket Ground.

As a dynamic marketing umbrella for members, Cultural Attractions of Australia has an attractive website showcasing the wealth of experiences offered by members, that may be easily booked online; trade and media sites within this; and a fast growing social media presence and its own youtube channel. It has participated in several international road shows including Australian Marketplace in London, and many virtual trade events over the last year. The collective also has a dedicated module as part of Tourism Australia's Aussie Specialist Program – all designed to introduce trade and consumers to the collective.





CAOA is part of Tourism Australia's Signature Experiences of Australia program for its significant role in showcasing the depth of our cultural tourism sector internationally. CAOAs has also successfully captured the interest of luxury local travellers. Over the last eighteen months in particular, Australians have welcomed the opportunity to explore many of the inspiring cultural, historic and sporting gems right here on our doorstep.

In Australia, cultural tourism has grown substantially in recent years, and continues to be a major contributor to our travel and tourism industries.

Some of the memorable experiences that may be enjoyed with CAOAs include the following.

In Canberra, one of the National Museum of Australia's expert museum guides accompanies guests on a hot air balloon tour in the In, Above & Behind the Scenes experience, sharing stories on its architecture before touching down for a bespoke tour of the museum's extensive collections prior to its opening, and a champagne breakfast overlooking picturesque Lake Burley Griffin.

In Hobart, one of the lavish experiences offered at MONA, Rockstar Afternoon, combines a special viewing of its extraordinary underground collection of art and antiquities (to expand your rockstar brain), with a five-course feast by rockstar executive chef Vince Trim at Faro Bar and Restaurant. The finale is exclusive access to a spectacular exhibition of light installations by American artist, James Turrell in the Gallery. Owned by businessman and art collector, David Walsh, MONA is Australia's largest privately owned gallery, and also offers luxurious accommodation for guests in spacious pavilion suites overlooking the Derwent River.

In the surrounds of the town of Ballarat in rural Victoria, Sovereign Hill, Australia's largest outdoor museum, recreates the excitement of the gold rush of the 1850s. This feeling goes to a whole new level during the Night in the Museum experience. Guests feel as though they have travelled back in time while panning for gold, exploring the Main Street via horse-drawn stagecoach or watching artisans plying their crafts. Fully dressed in 1850s costume, after the day's visitors have gone, guests find themselves dining and taking a lamp lit tour of the site's buildings, in the company of some truly intriguing historic characters.

In South Australia, The Adelaide Oval Legends Tour provides an in-depth insight into the life and times of cricket's greatest batsman, Sir Donald Bradman, with a tour through his private and personal collection and the Bodyline Museum. After sitting in the player's viewing room and a one-on-one talk with a Senior Groundsman, talking pitch preparation, visitors are invited to climb up into the historic, century-old scoreboard and create their own surname plate to display on the scoreboard!

As well as providing a range of exclusive, bespoke experiences in cities, on the coast and in outback Australia, CAOAs also offers a range of itineraries, for travellers to embark on inspiring journeys taking in several of its cultural, arts and sporting venues and destinations.

National Museum of Australia

In, Above and Behind the Scenes

[HIGH RES IMAGES HERE](#)

Mona

[HIGH RES IMAGES HERE](#)

Adelaide Oval RoofClimb Experiences

[HIGH RES IMAGES HERE](#)

Adelaide Oval Stadium Tour

[HIGH RES IMAGES HERE](#)

Sovereign Hill

[HIGH RES IMAGES HERE](#)

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MEMBERS OF CULTURAL ATTRACTIONS OF AUSTRALIA

AUSTRALIAN CAPITAL TERRITORY

Australian Parliament House
Australian War Memorial
National Gallery of Australia

NEW SOUTH WALES

Australian National Maritime Museum
Opera Australia
Sydney Opera House

QUEENSLAND

Qantas Founders Museum Longreach

TASMANIA

MONA
Port Arthur Historic Site

VICTORIA

Arts Centre Melbourne
Melbourne Cricket Ground
National Gallery of Victoria
Sovereign Hill Outdoor Museum

ADELAIDE

Adelaide Oval

WESTERN AUSTRALIA

Freemantle Prison
WA Maritime Museum

SIGNATURE EXPERIENCES OF AUSTRALIA INCLUDE:

- Cultural Attractions of Australia
- Australian Wildlife Journeys
- Discover Aboriginal Experiences
- Great Fishing Adventures of Australia
- Great Golf Courses of Australia
- Great Walks of Australia
- Luxury Lodges of Australia
- Ultimate Winery Experiences Australia